

# *2018 City of Columbia DirectionFinder® Survey*

## **Final Report**

*Submitted to*

*The City of Columbia, MO*



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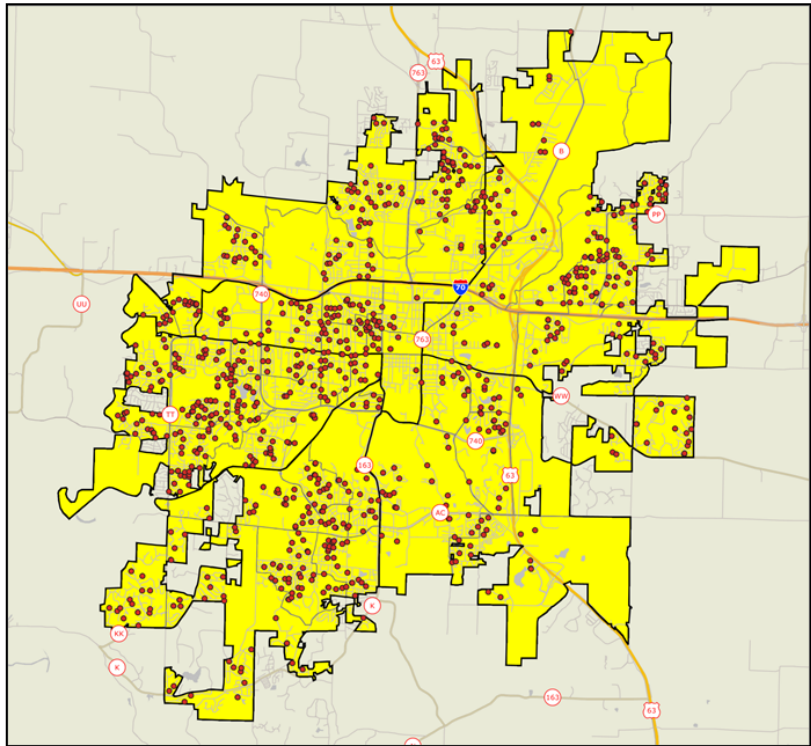
# 2018 City of Columbia DirectionFinder® Survey

## Executive Summary

### Overview and Methodology

The City of Columbia conducted its tenth *DirectionFinder*® survey during the fall of 2018. The City's first *DirectionFinder*® survey was conducted in the spring of 2003. The purpose of this survey was to assist the City in its on-going effort to identify and respond to resident concerns while also assessing citizen satisfaction with the delivery of major city services, helping determine priorities for the community and measuring strategic performance.

The survey packet, which included a cover letter, the seven-page survey and a postage-paid return envelope, was mailed to a random sample of households in the City of Columbia. The cover letter explained the purpose of the survey and encouraged residents to return their surveys via mail or online. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by e-mail or phone to encourage participation. Of the households that received a survey, a total of 941 completed the survey. This includes responses in strategic neighborhoods in Columbia.



The results for the random sample of 941 households have a 95% level of confidence with a precision of at least  $\pm 3.2\%$ . There were no statistically significant differences in the results of the survey

based on the method of administration to the random sample households (mail vs. online). In order to better understand how well services are being delivered by the city, ETC Institute geocoded the home address of respondents to the survey. The map above shows the physical distribution of survey respondents based on the locations of their homes.

In addition to the Executive Summary, this report contains:

- charts depicting the overall results of the survey, as well as comparisons to results from previous surveys where applicable (Section 1)
- benchmarking data that shows how the survey results for Columbia compared to other communities (Section 2)
- importance satisfaction analysis (Section 3)
- tabular data for all questions on the survey (Section 4)
- a copy of the survey instrument (Section 5)

**Interpretation of “Don’t Know” Responses.** The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

### Perceptions of Columbia

Seventy-nine percent (79%) of the residents surveyed, *who had an opinion*, were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of life in the City; 67% of residents were satisfied with local economic conditions, and 53% were satisfied with the overall feeling of safety in the City.

### Overall Satisfaction with City Services

Seventy-five percent (75%) of the residents surveyed, *who had an opinion*, were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of services provided by the City; 19% were neutral and 6% of residents were dissatisfied with the overall quality of City services. The major categories of City services with the highest satisfaction ratings, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the quality of City parks and recreation programs/facilities (87%), City utility services (77%), solid waste services (76%), and customer service received from City employees (69%). Residents were least satisfied with the condition of City streets (26%).

### Overall Priorities

The major categories of City services that residents thought were most important for the City to provide were: 1) public safety services, 2) the condition of City streets, 3) City utility services (water, electric and sewer), and 4) solid waste services. These were also rated as the top four most important City services in the 2017 survey.

## Satisfaction by Specific City Services

- **Public Safety Services.** The public safety services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the overall quality of City fire protection (84%) and how quickly fire department personnel respond to emergencies (81%). The public safety services that residents thought were most important for the City to provide were: 1) how quickly police respond to emergencies, 2) crime prevention and 3) how quickly fire department personnel respond to emergencies.
- **Parks and Recreation.** The parks and recreation services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the quality of City parks (90%), the quality of walking and biking trails in the City (89%) and the quality of outdoor athletic fields (79%). The parks and recreation services that residents thought were most important for the City to provide were: 1) the quality of City parks and 2) the quality of walking and biking trails in the City.
- **Streets and Sidewalks.** The street and sidewalk services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: snow removal on major City streets (68%), mowing and trimming of public areas along City streets (61%), and availability of sidewalks in the City (53%). The street and sidewalk services that residents thought were most important for the City to provide were: 1) City maintenance and repair services for major City streets, 2) snow removal on major City streets and 3) City maintenance and repair services for neighborhood streets.
- **Code Enforcement and Neighborhood Services.** The code enforcement and neighborhood services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: maintenance of business property (55%), maintenance of residential property (53%), and the enforcement of residential building codes (51%). The code enforcement and neighborhood services that residents thought were most important for the City to provide were: 1) the clean-up of trash and litter, 2) the maintenance of residential property and 3) the maintenance of business property.
- **City Communication.** Residents were asked to rate their level of agreement with various statements related to City communication. The statements that residents agreed with most, based upon the combined percentage of residents who “strongly agree” or “agree” among those *who had an opinion*, were: the City newsletter provides useful information (64%), the City government is a trusted source of information (61%) and the City’s website provides useful information (61%).

- **City Customer Service.** Residents were asked to rate their level of agreement with various statements related to their interactions with City employees during the past year. The statements that residents agreed with most, based upon the combined percentage of residents who “strongly agreed” or “agreed” among those *who had an opinion*, were: the City employees who helped me were courteous and polite (79%), the hours that City employees were available met my needs (77%) and City employees were knowledgeable (72%).
- **Utility Services.** Residents were generally satisfied with the quality of utility services provided by the City; over 80% of the residents surveyed were satisfied with all six of the utility services rated. The utility services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: City sewer service (88%), City electric service (87%) and drop-off recycling (86%).

## Other Findings

- Ninety-two percent (92%) of residents felt safe walking in their neighborhood during the day; 83% felt safe in downtown Columbia during the day, and 62% felt safe walking in their neighborhood at night. When asked about their likelihood of encountering various situations in the City, 45% felt they would be likely to hear gun shots, and 38% indicated they would be likely to be a victim of property crime.
- Eighty-four percent (84%) of residents “strongly agree” or “agree” that Columbia is a great place to live, work, learn and play. Other statements in which residents either “strongly agree” or “agree” include: I earn a wage that allows me to meet basic needs (76%), Columbia has jobs for which I am qualified (75%), and Columbia is a place where I can thrive (74%).
- The top sources where residents receive information about City issues, services and events were: the City newsletter that comes with the utility bill (70%), television news (52%), the City website (37%), and the local newspaper (37%).
- Forty-five percent (45%) of residents have called or visited the City with a question, problem, or complaint during the past year; of the 45% that have contacted the City with a question, problem, or complaint, 75% contacted the City by telephone, 12% through the City website, 10% through walk-in, and 3% through a City Council member or Mayor.
- Eighty percent (80%) of residents go to a doctor’s office when they are sick or need advice about their health; 50% go to an urgent care center.



- Ninety-four percent (94%) of residents were able to get medical care when they needed it during the past 12 months.
- Eighty-two percent (82%) of residents were either “very satisfied” or “satisfied” with the overall appearance of neighborhoods in the City of Columbia. Other areas where residents were “very satisfied” or “satisfied” include: condition of housing (78%), neighborhood parks (74%), and overall quality of City services in neighborhoods (69%).
- Eighty-six percent (86%) of residents surveyed visited a City park during the past year; 46% have visited a community recreation center, and 44% have used the Columbia Airport.

## **Trends in Satisfaction Ratings**

Overall satisfaction with the quality of City services increased slightly from 73% in 2017 to 75% in 2018. There were significant changes (changes of 4% or more) in satisfaction ratings in several of the specific City services that were rated. National concerns about the economy, public safety, and issues related to the 2016 Presidential election may have contributed to overall decreases in satisfaction with government during the past two years.

The most significant changes in satisfaction ratings from 2017 to 2018 are listed below:

### **Most Significant Increases from 2017 to 2018:**

- Stormwater runoff/stormwater management system (+7%)
- Public safety services (+6%)
- Local economic conditions (+6%)
- Police efforts to prevent crime (+6%)
- City communication with the public (+5%)
- Overall quality of life in the City (+5%)
- Service provided by the City’s Utility Billing Office (+5%)
- How quickly police respond to emergencies (+4%)
- Enforcement of business building codes (+4%)
- City sewer service (+4%)

### **Most Significant Decreases from 2017 to 2018:**

- Condition of streets (-16%)
- Ease of reaching the right person at the City (-8%)
- Feeling of safety in downtown Columbia at night (-6%)
- City maintenance/repair services for neighborhood streets (-6%)

- Condition of City streets (-5%)
- Solid waste services (-4%)
- How quickly Fire Department responds to emergencies (-4%)
- Mowing/trimming of public areas along City streets (-4%)
- City street cleaning services (-4%)
- Condition of housing (-4%)
- Availability of sidewalks (-4%)
- Curbside recycling (blue bags) (-4%)
- Hours City employees were available (-4%)

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Condition of City streets (IS Rating= 0.4625)
  - Public safety services (IS Rating=0.2822)
  - City water, electric, and sewer services (IS Rating=0.1350)
- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each area over the next two years are listed on the following page:



- **Public Safety:** how quickly police respond to emergencies, police efforts to prevent crime, and overall quality of local police services
- **Parks and Recreation:** none of the parks and recreation services were selected as a “high priority” for improvement
- **Streets and Sidewalks:** City maintenance/repair services for major City streets and City maintenance/repair services for neighborhood streets
- **Code Enforcement and Neighborhood Services:** clean-up of trash and litter and maintenance of residential property.

## **Section 1:**

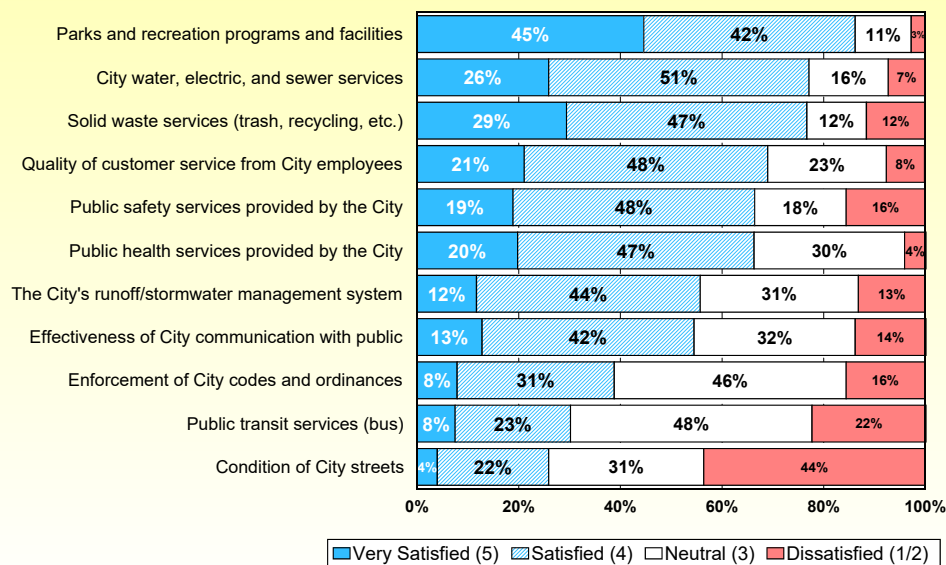
# **Charts and Graphs**

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# **City of Columbia** **2018 DirectionFinder** **Survey Results**

## **Q1. Overall Satisfaction with City Services** **by Major Category**

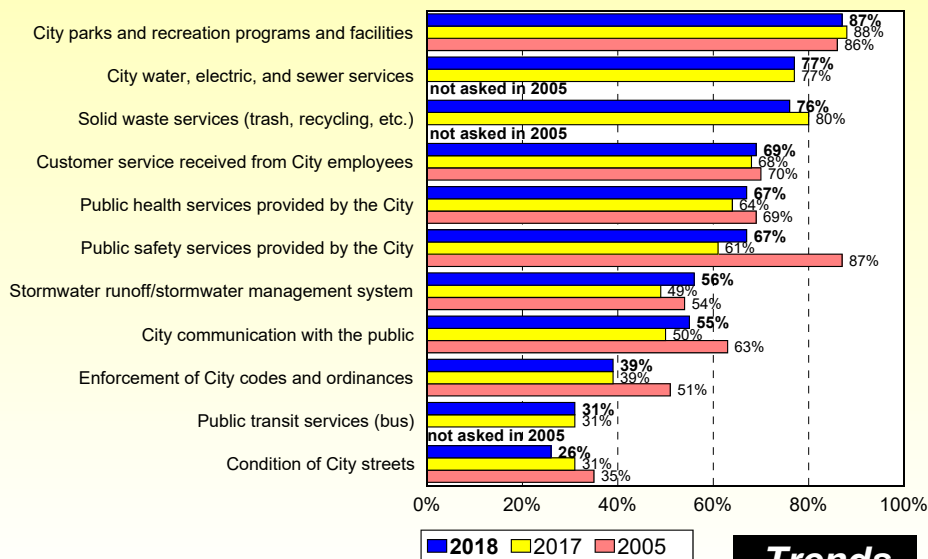
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

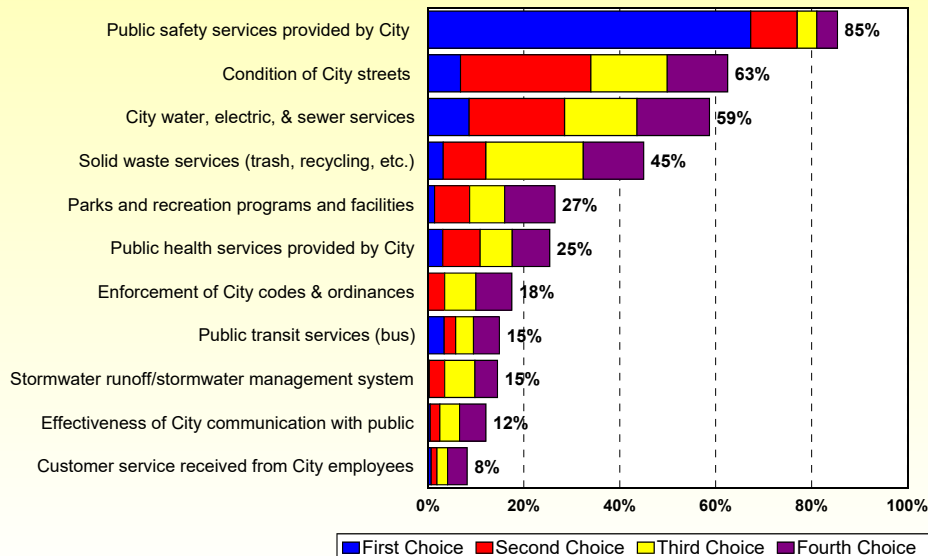
## Overall Satisfaction with City Services by Major Category - 2005 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding don't knows)



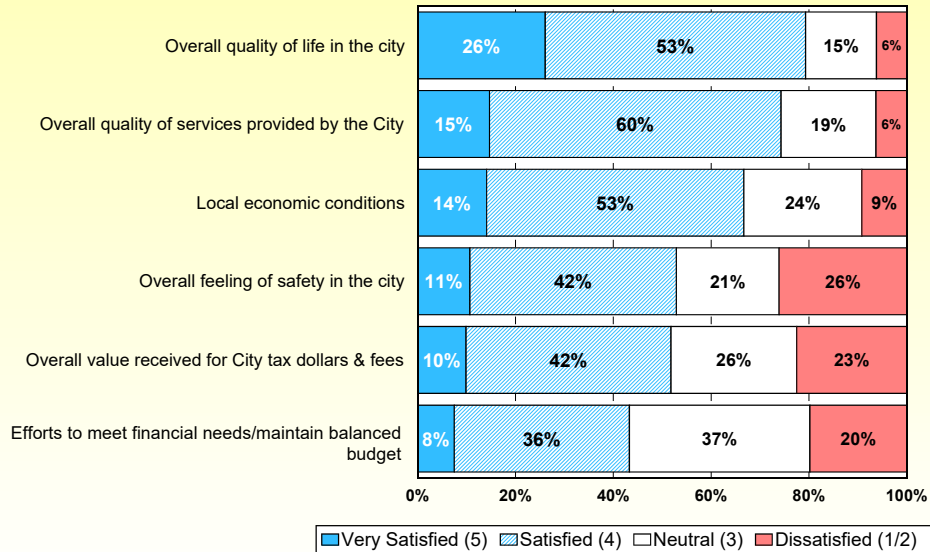
## Q2. Major City Services That Residents Think Are Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top four choices



### Q3. Satisfaction with Items That Influence Perception Residents Have of the City

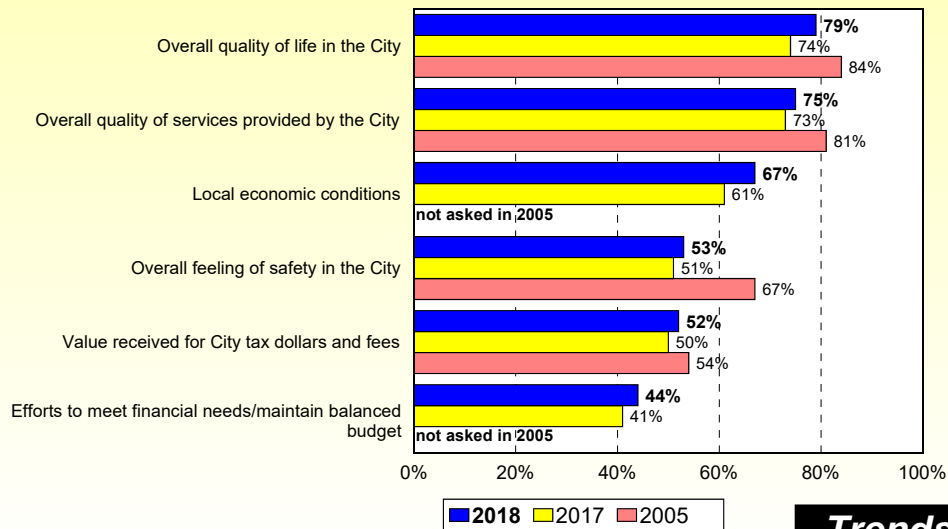
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

### Satisfaction with Items That Influence Perception Residents Have of the City 2005 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied (excluding don't knows)

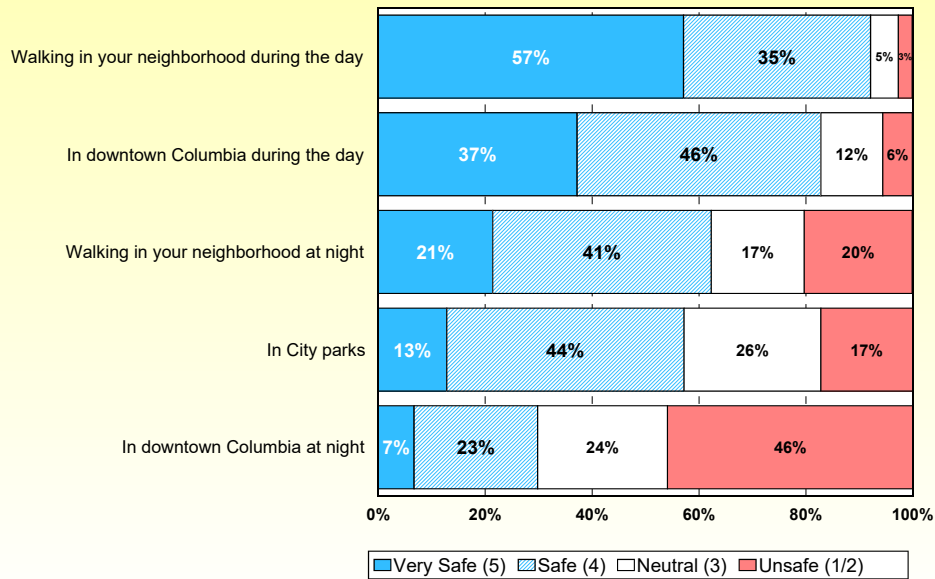


Source: ETC Institute (2018)

**Trends**

## Q4. Perceptions of Safety in the City

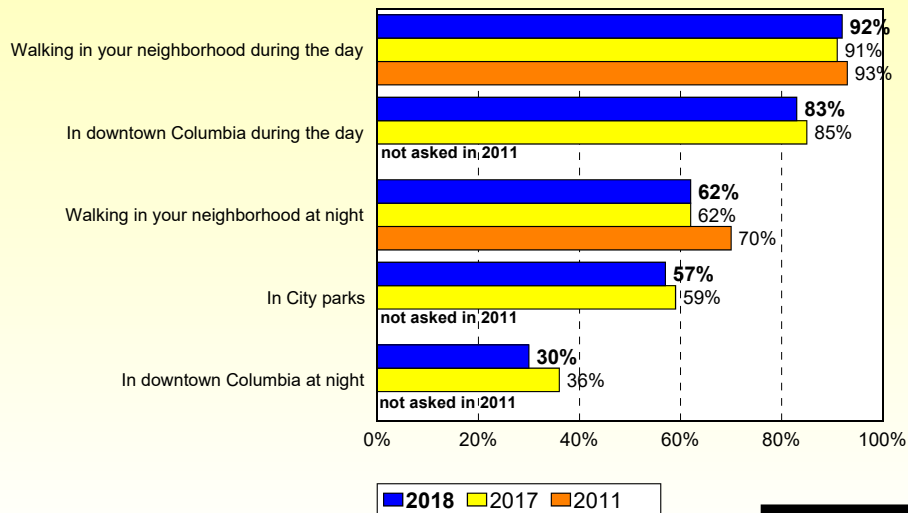
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Perceptions of Safety in the City 2011 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very safe (excluding don't knows)



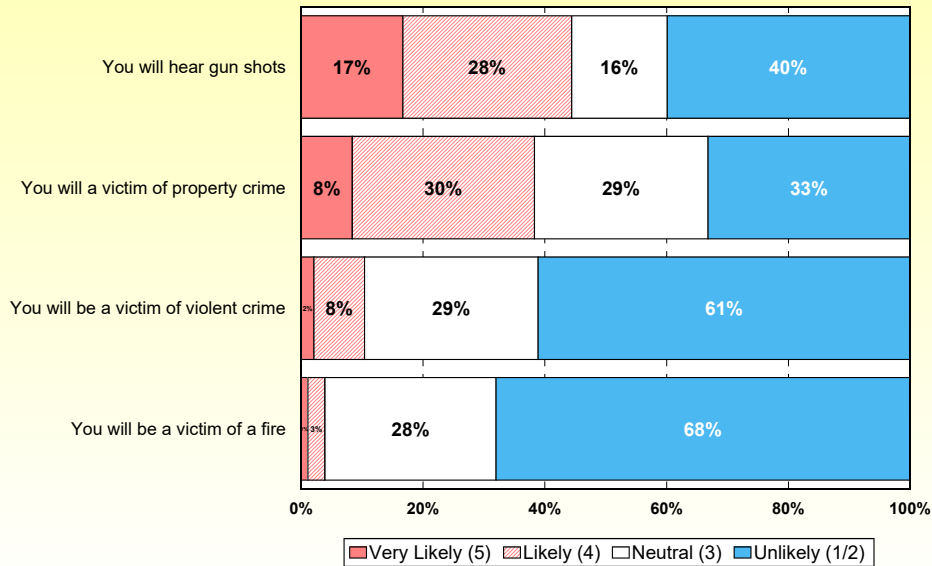
Source: ETC Institute (2018)

**Trends**



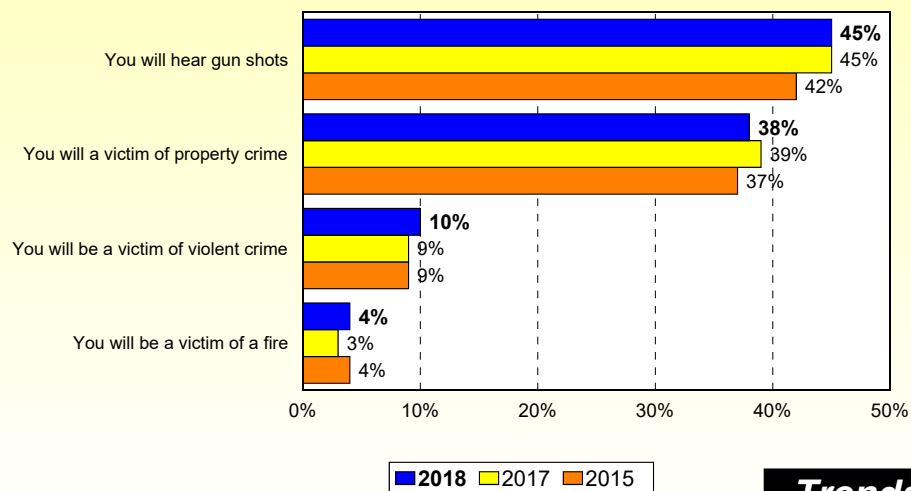
### Q5. How Likely Residents Think the Following Will Happen to Them in the City of Columbia

by percentage of respondents (excluding don't knows)



### How Likely Residents Think the Following Will Happen to Them in the City of Columbia 2015 to 2018

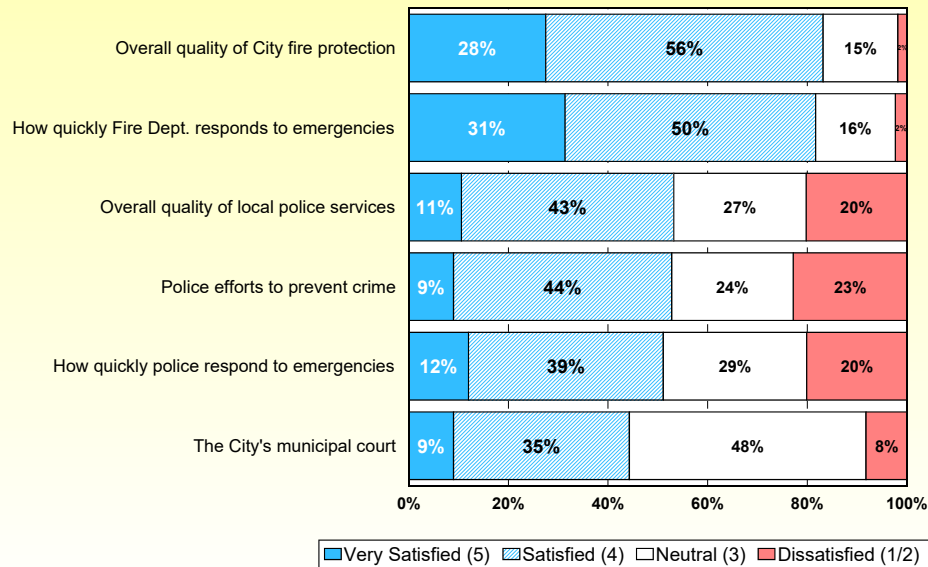
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very likely (excluding don't knows)



**Trends**

## Q6. Satisfaction with Public Safety Services

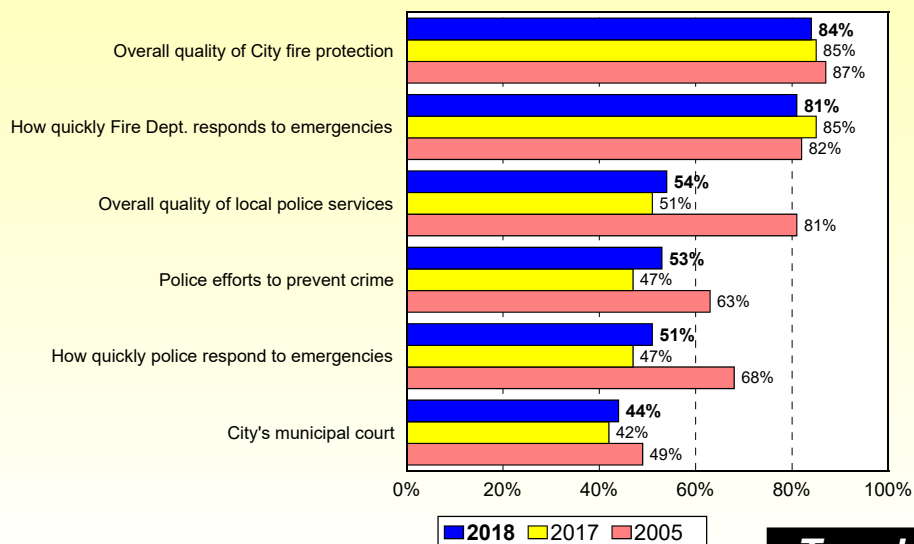
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Satisfaction with Public Safety Services 2005 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied (excluding don't knows)

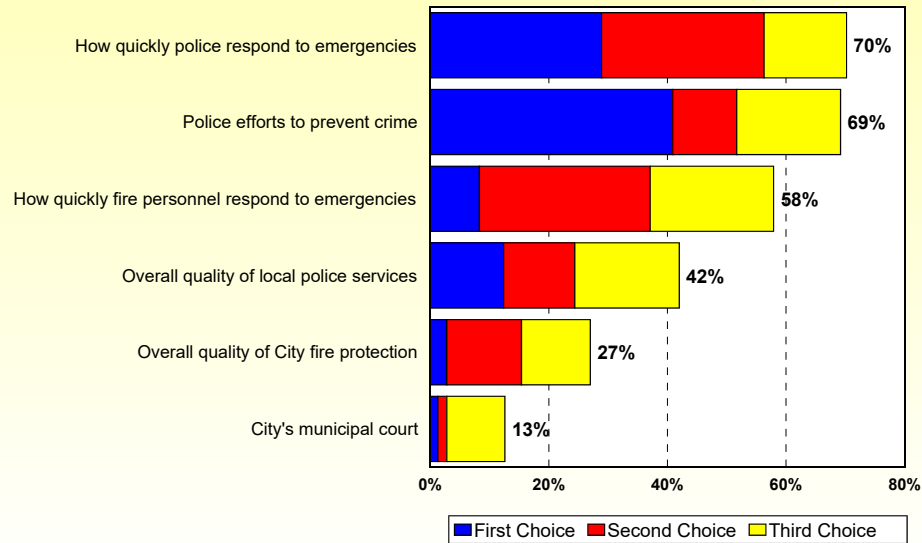


Source: ETC Institute (2018)

**Trends**

### Q7. Public Safety Services That Residents Think Are Most Important for the City to Provide

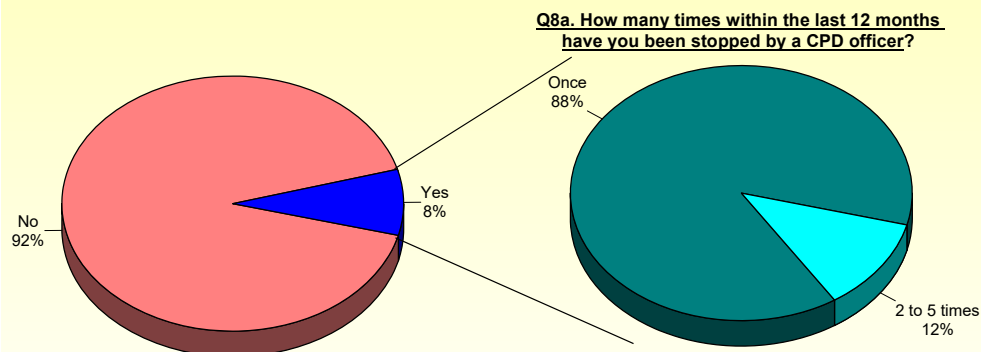
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

### Q8. Have you been stopped by a Columbia Police Department (CPD) officer within the last 12 months?

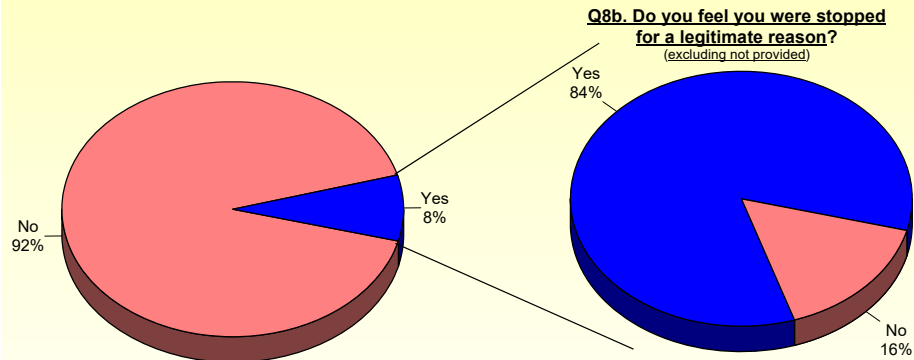
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

## Q8. Have you been stopped by a Columbia Police Department (CPD) officer within the last 12 months?

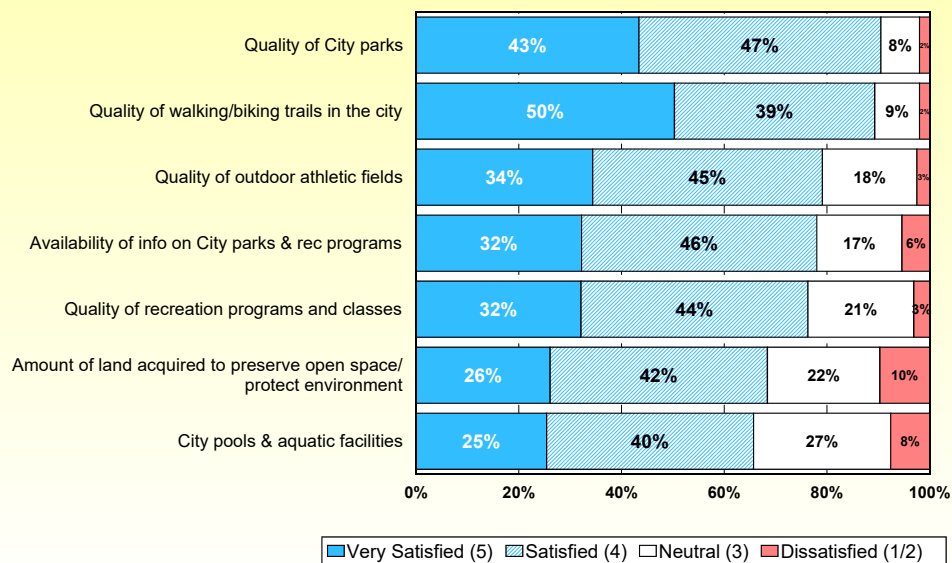
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

## Q9. Satisfaction with Parks and Recreation Services

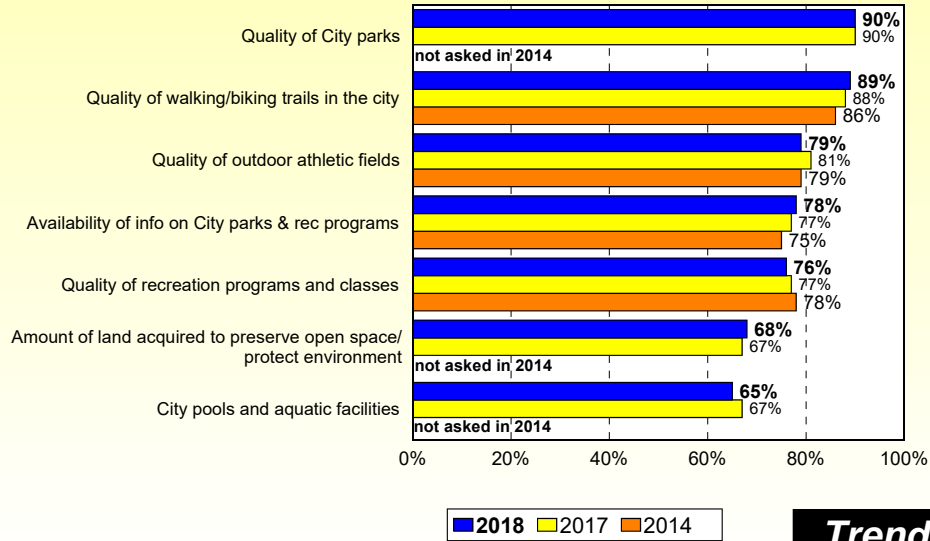
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

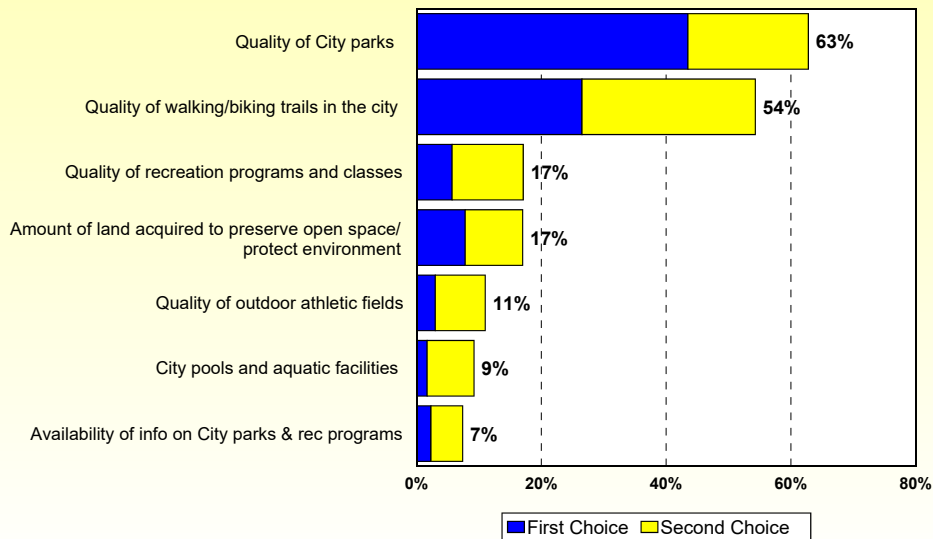
## Satisfaction with Parks and Recreation Services 2014 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding don't knows)



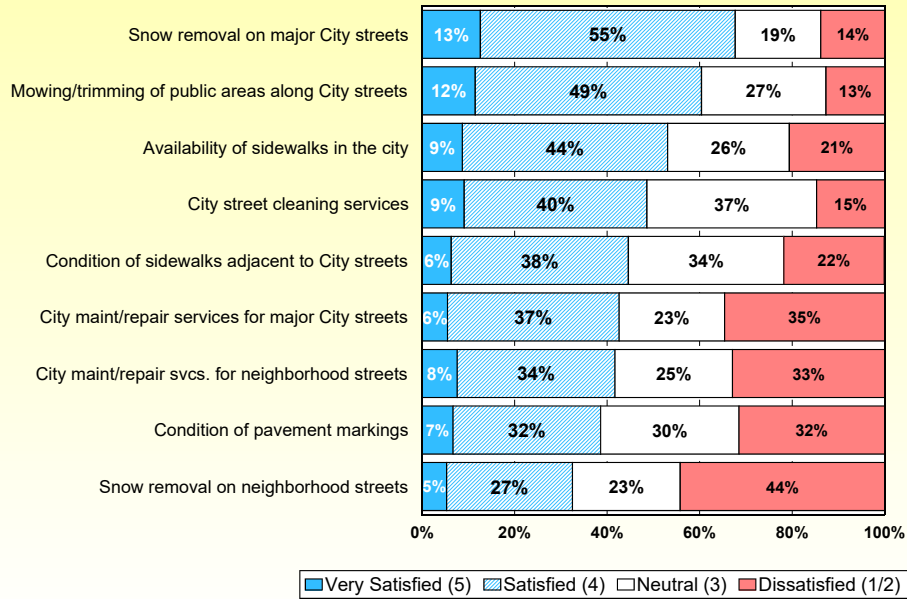
## Q10. Parks and Recreation Services That Residents Think Are Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top two choices



## Q11. Satisfaction with Streets and Sidewalks

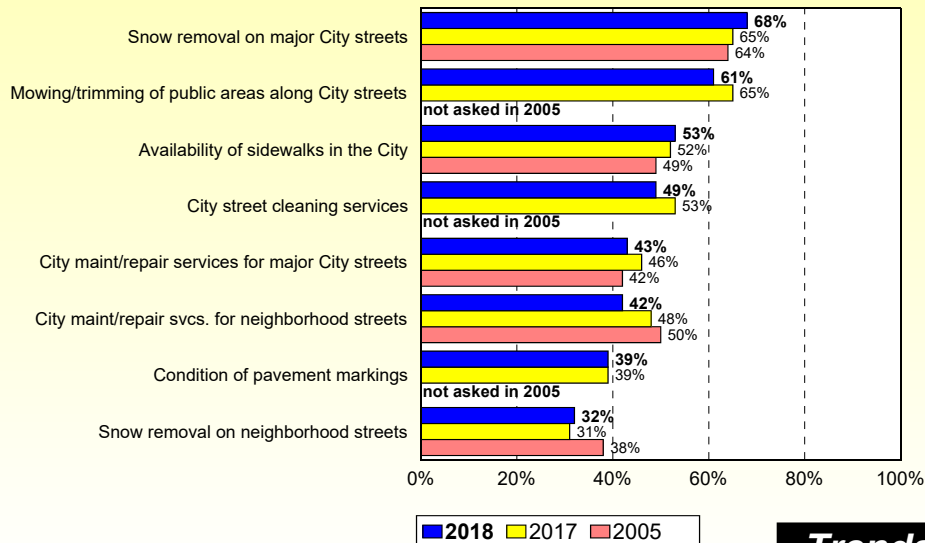
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Satisfaction with Streets and Sidewalks 2005 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied (excluding don't knows)



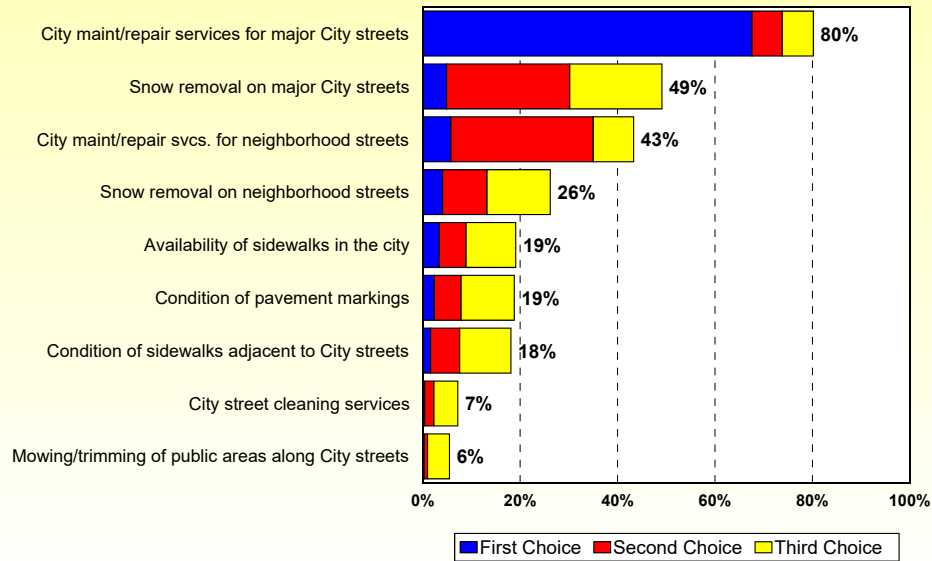
Source: ETC Institute (2018)

**Trends**



## Q12. Street and Sidewalk Services That Residents Think Are Most Important for the City to Provide

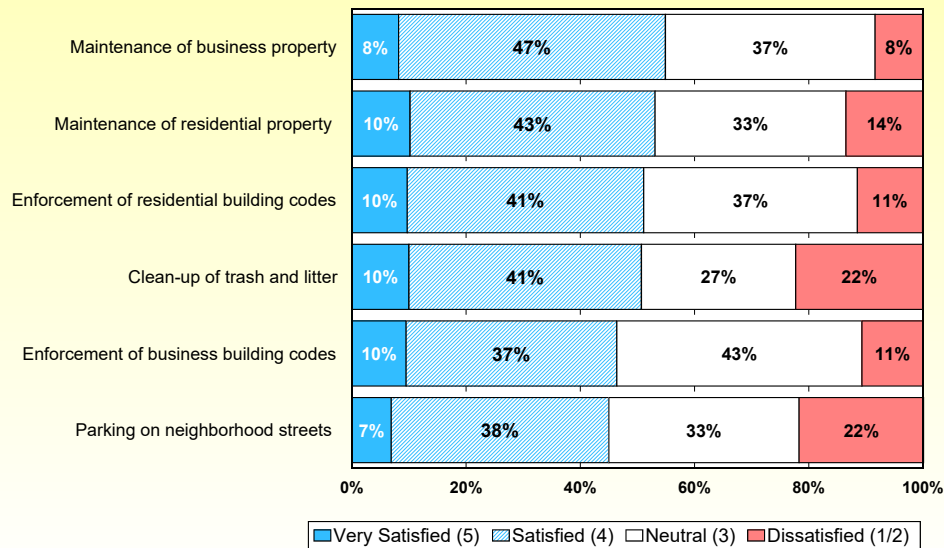
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

## Q13. Satisfaction with Code Enforcement and Neighborhood Services

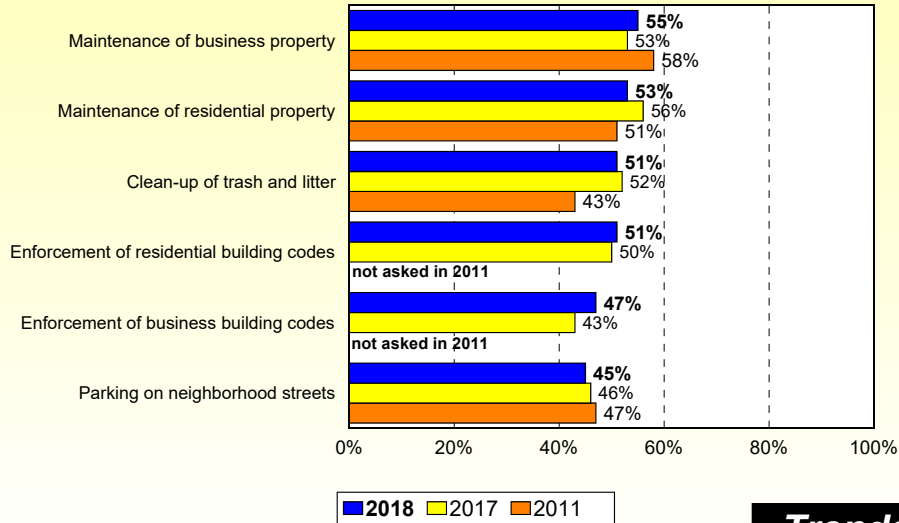
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Satisfaction with Code Enforcement and Neighborhood Services - 2011 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding don't knows)

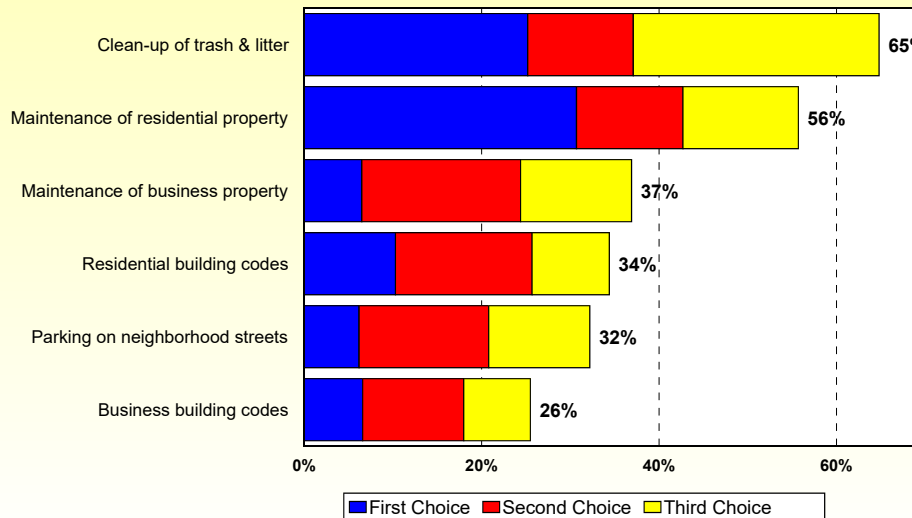


Source: ETC Institute (2018)

**Trends**

## Q14. Code Enforcement and Neighborhood Services That Residents Think Are Most Important for the City to Provide

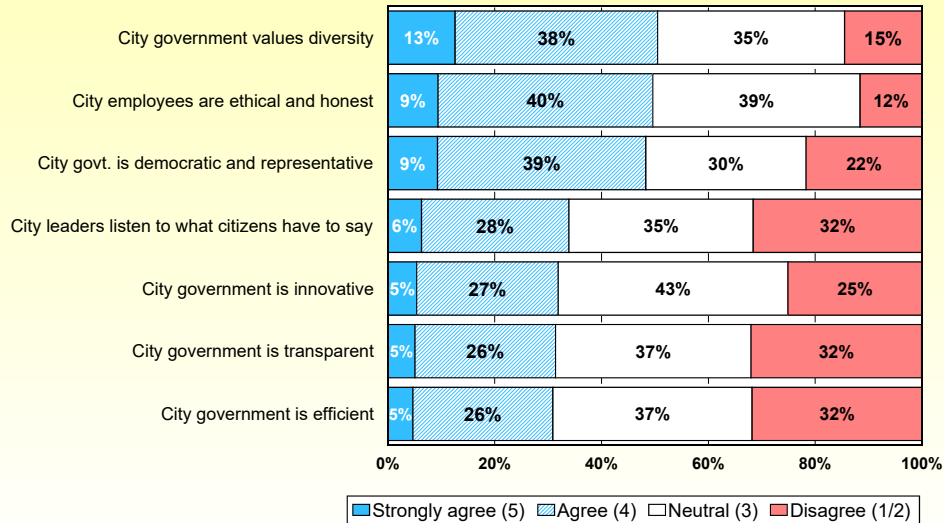
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

## Q15. Agreement with Various Statements Regarding Columbia's City Government

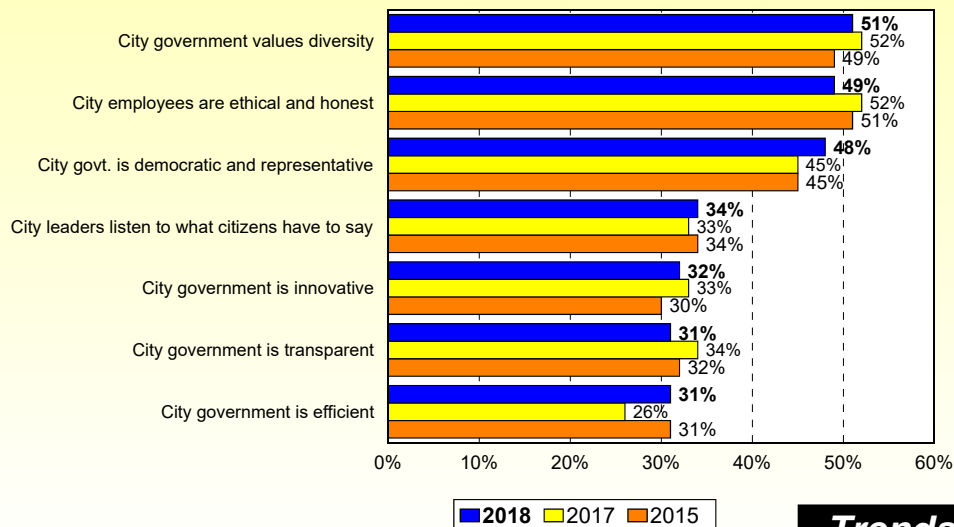
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Agreement with Various Statements Regarding Columbia's City Government - 2015 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means strongly agree (excluding don't knows)

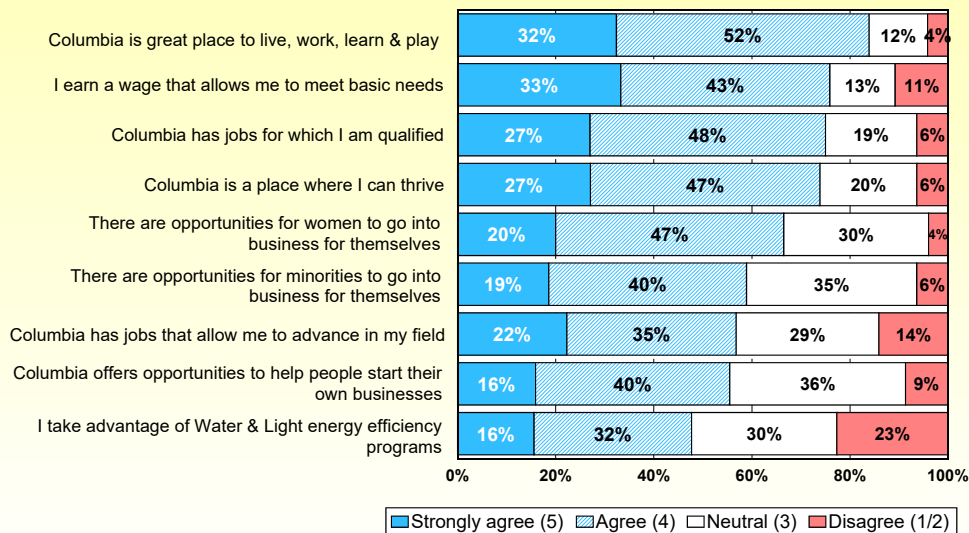


Source: ETC Institute (2018)

**Trends**

## Q16. Agreement with Various Statements Regarding Personal Well-Being

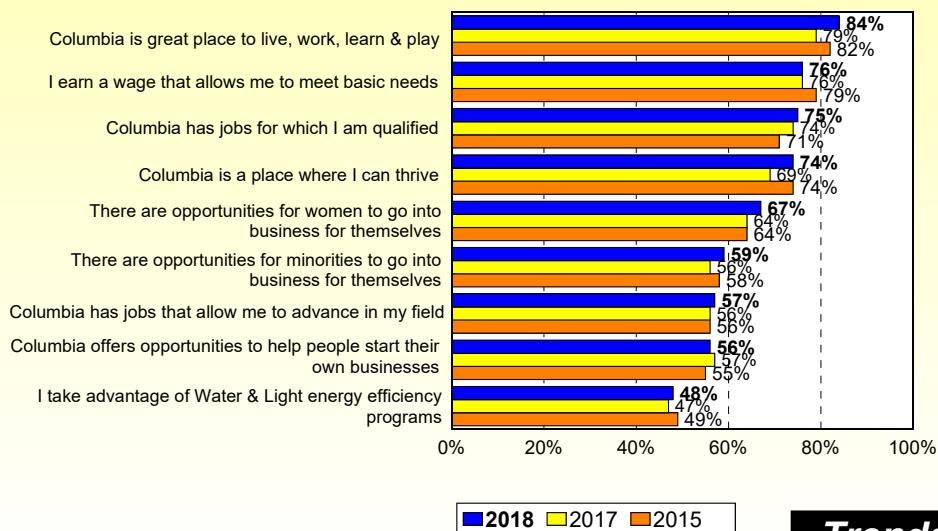
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Agreement with Various Statements Regarding Personal Well-Being - 2015 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means strongly agree (excluding don't knows)

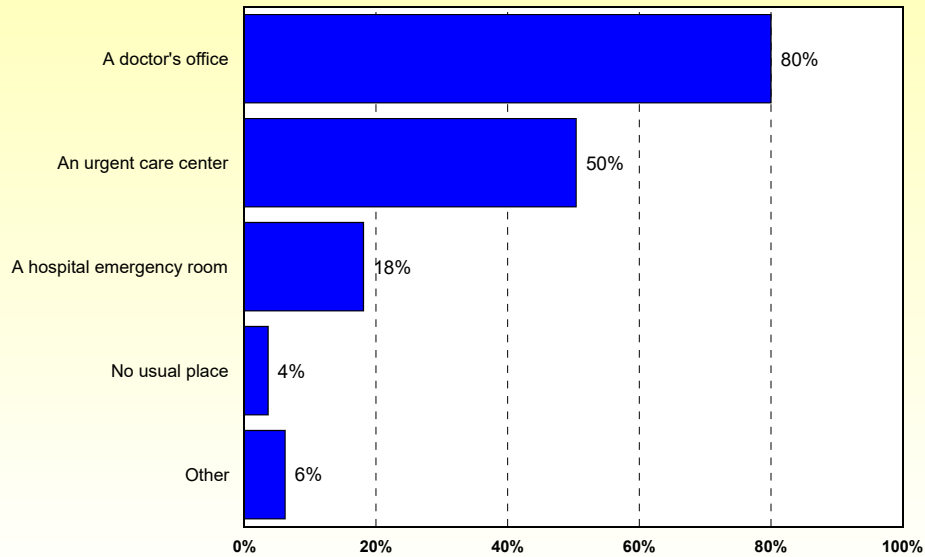


Source: ETC Institute (2018)

**Trends**

### Q17. When you are sick or need advice about your health, where do you usually go?

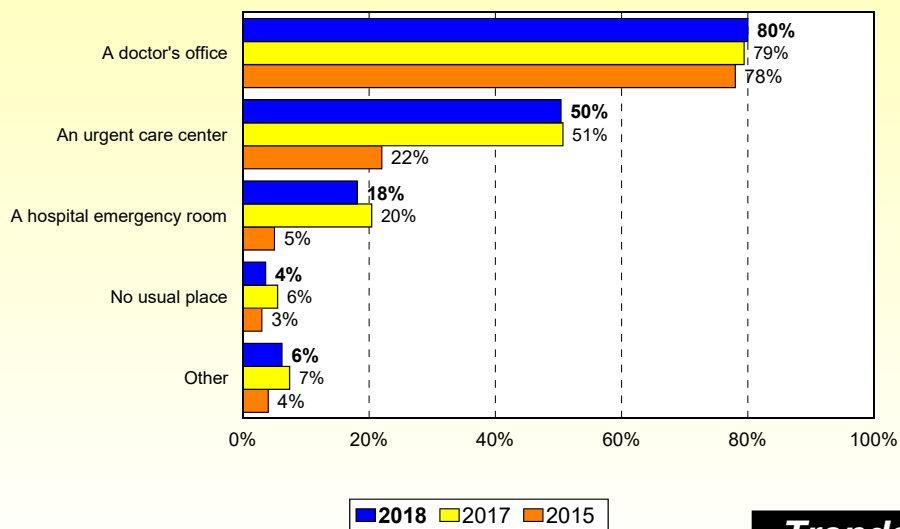
by percentage of respondents (multiple choices allowed)



Source: ETC Institute (2018)

### When you are sick or need advice about your health, where do you usually go? - 2015 to 2018

by percentage of respondents (multiple choices allowed)

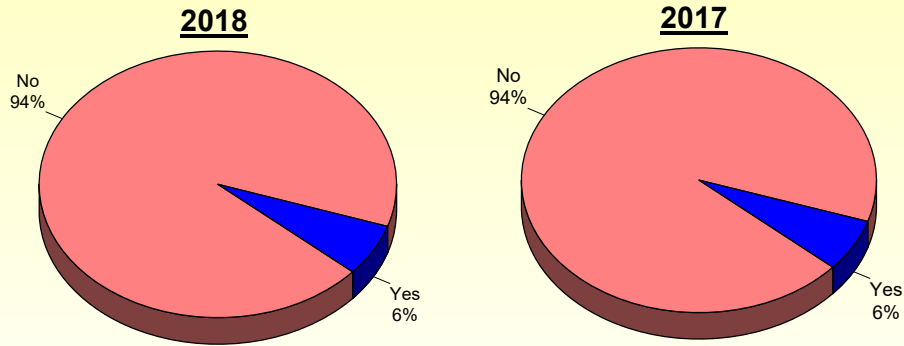


Source: ETC Institute (2018)

**Trends**

**Q18. Was there a time in the past 12 months when you needed medical care, but could not get it?**

by percentage of respondents (excluding not provided)

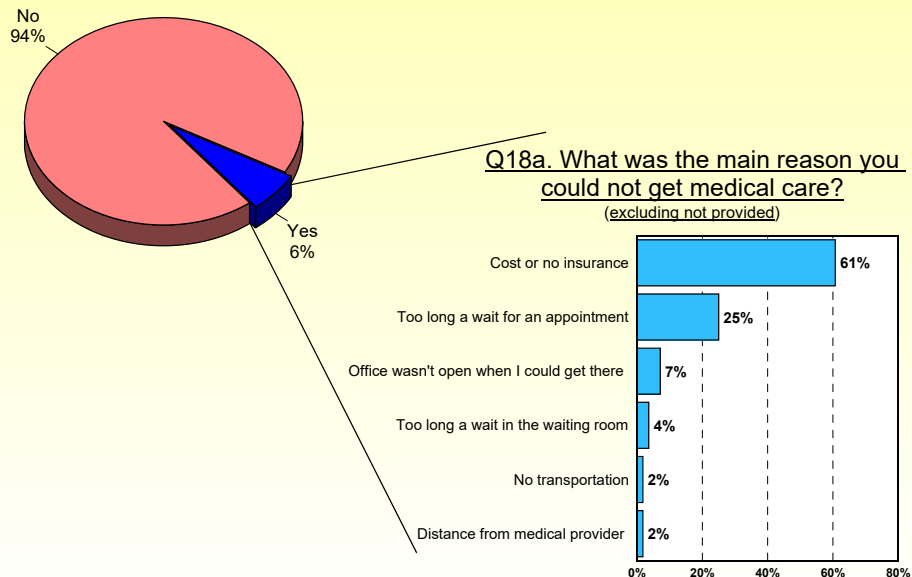


Source: ETC Institute (2018)

**Trends**

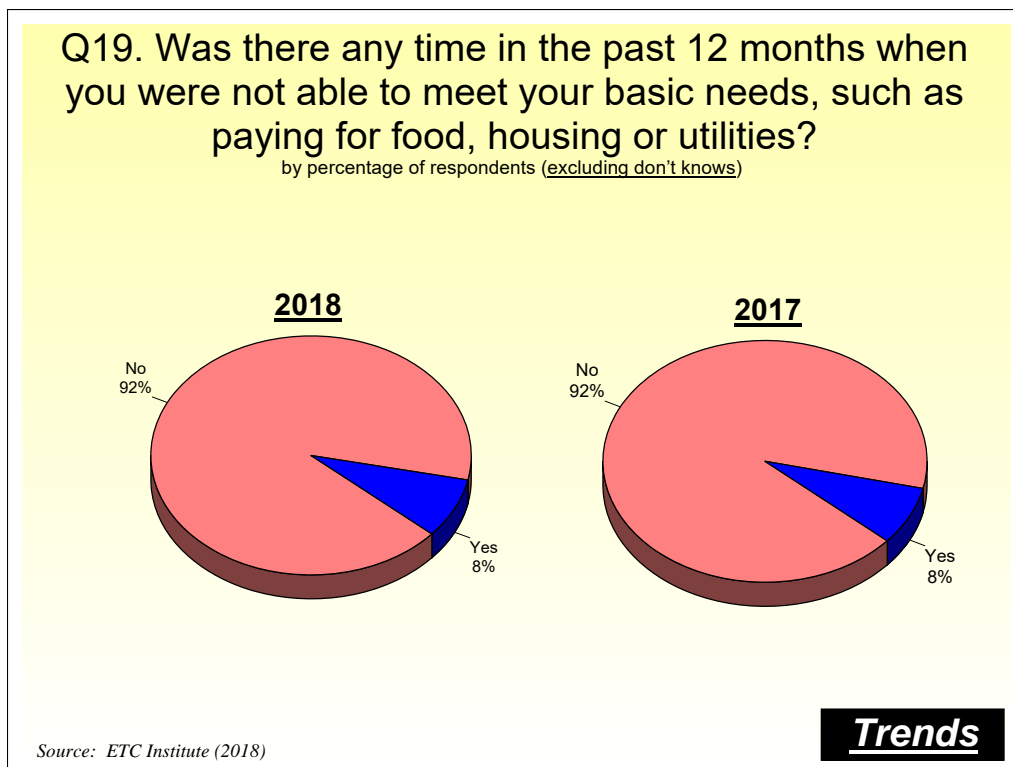
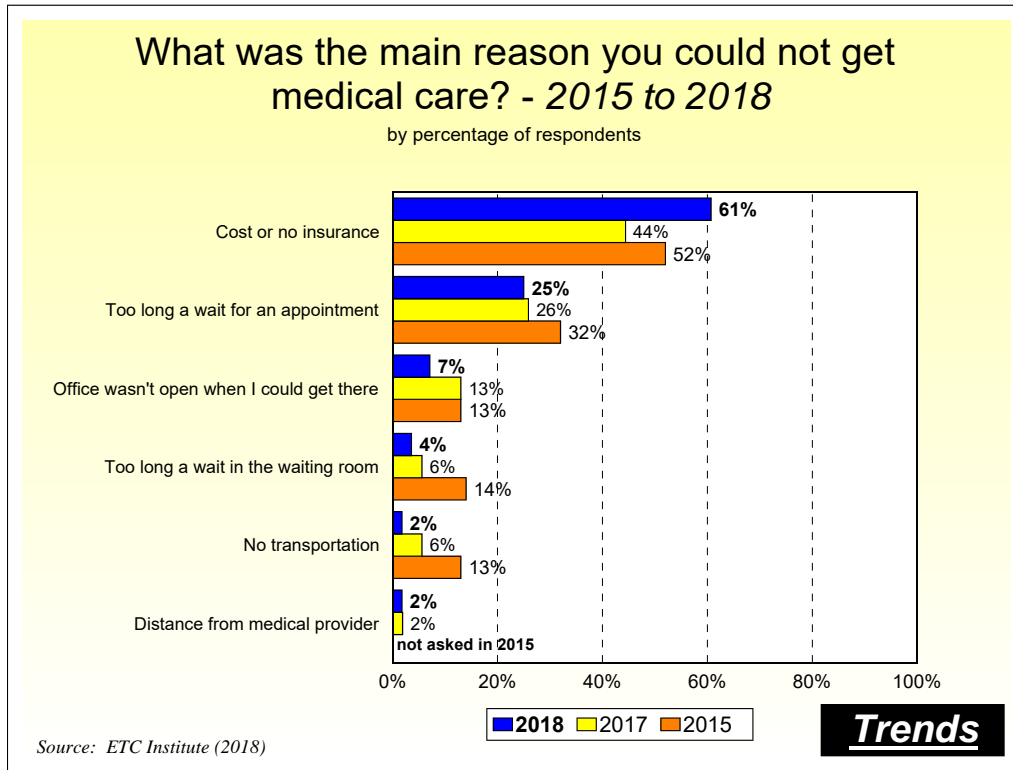
**Q18. Was there a time in the past 12 months when you needed medical care, but could not get it?**

by percentage of respondents (excluding not provided)



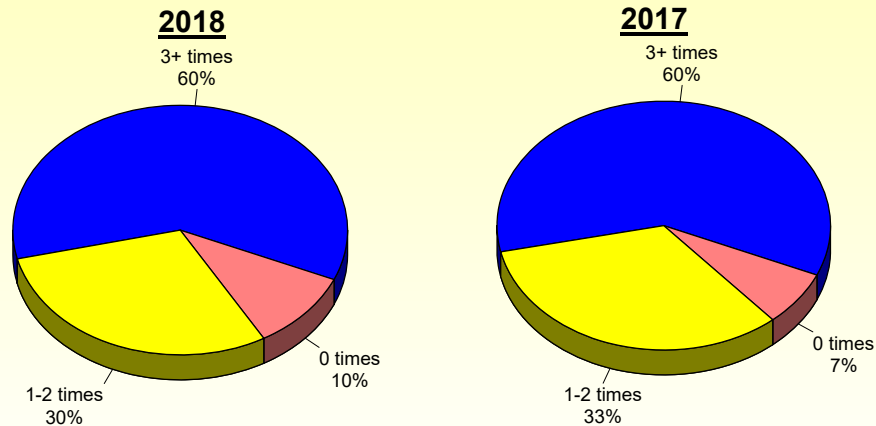
Source: ETC Institute (2018)





**Q20. During the past month, on average, how many times did you engage in physical activities or exercise each week?**

by percentage of respondents (excluding not provided)

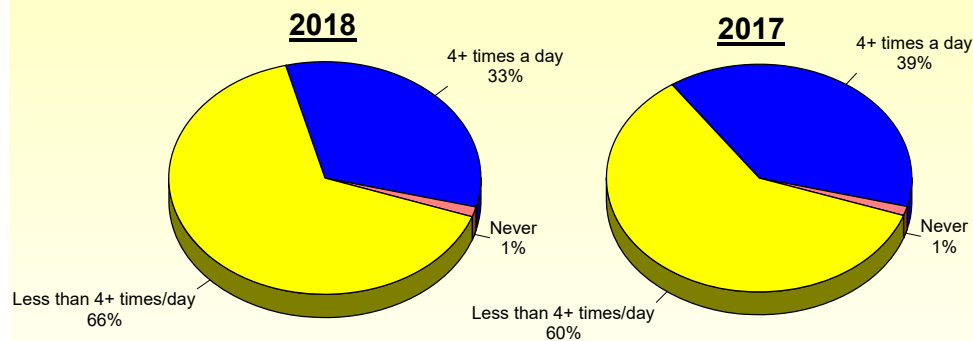


Source: ETC Institute (2018)

**Trends**

**Q21. During the past month, how many times per day (on average) did you eat fruit and/or vegetables?**

by percentage of respondents (excluding not provided)

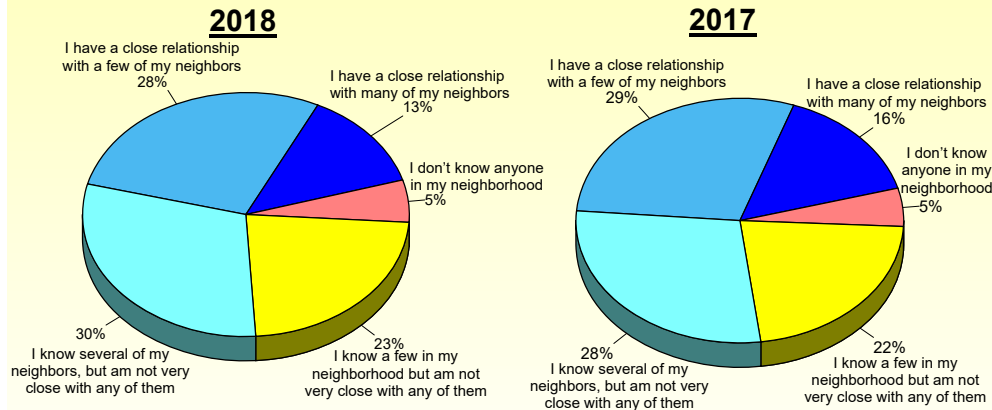


Source: ETC Institute (2018)

**Trends**

## Q22. Which ONE of the following best describes your relationship with your neighbors?

by percentage of respondents (excluding not provided)

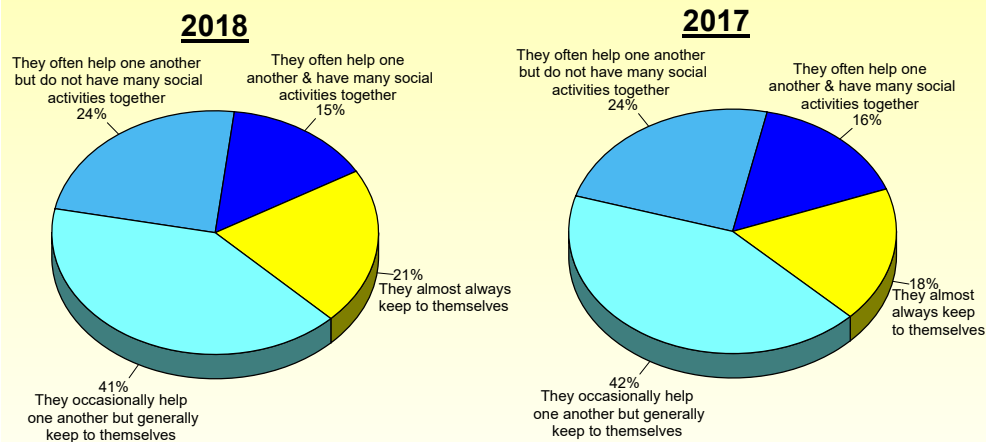


Source: ETC Institute (2018)

**Trends**

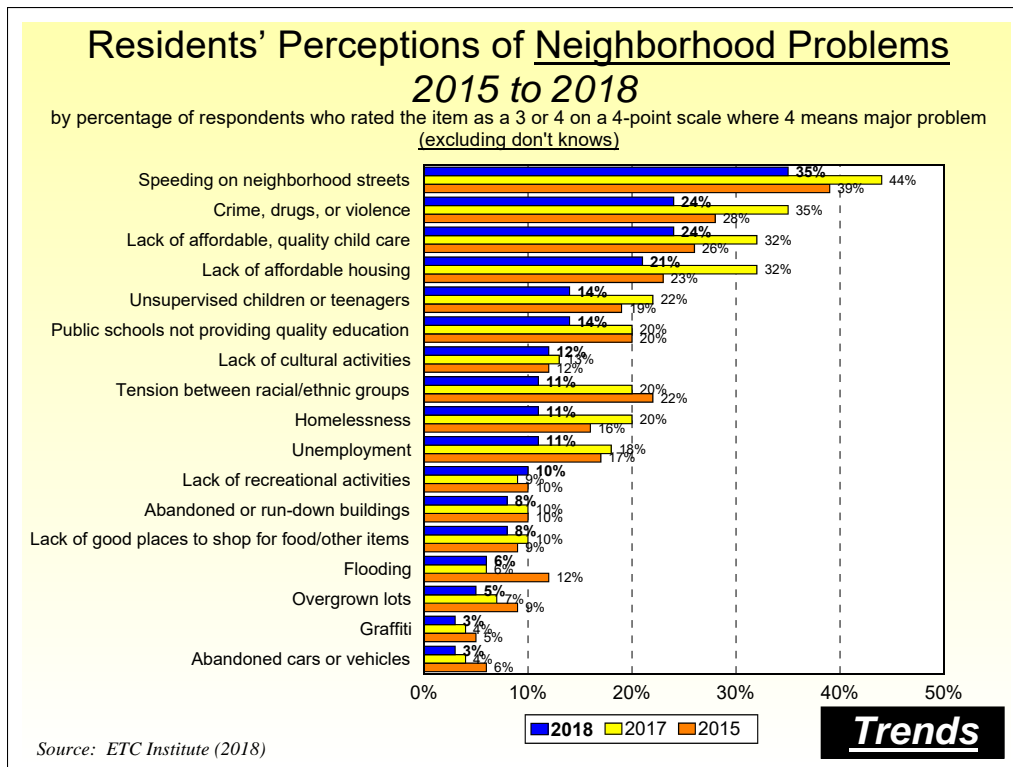
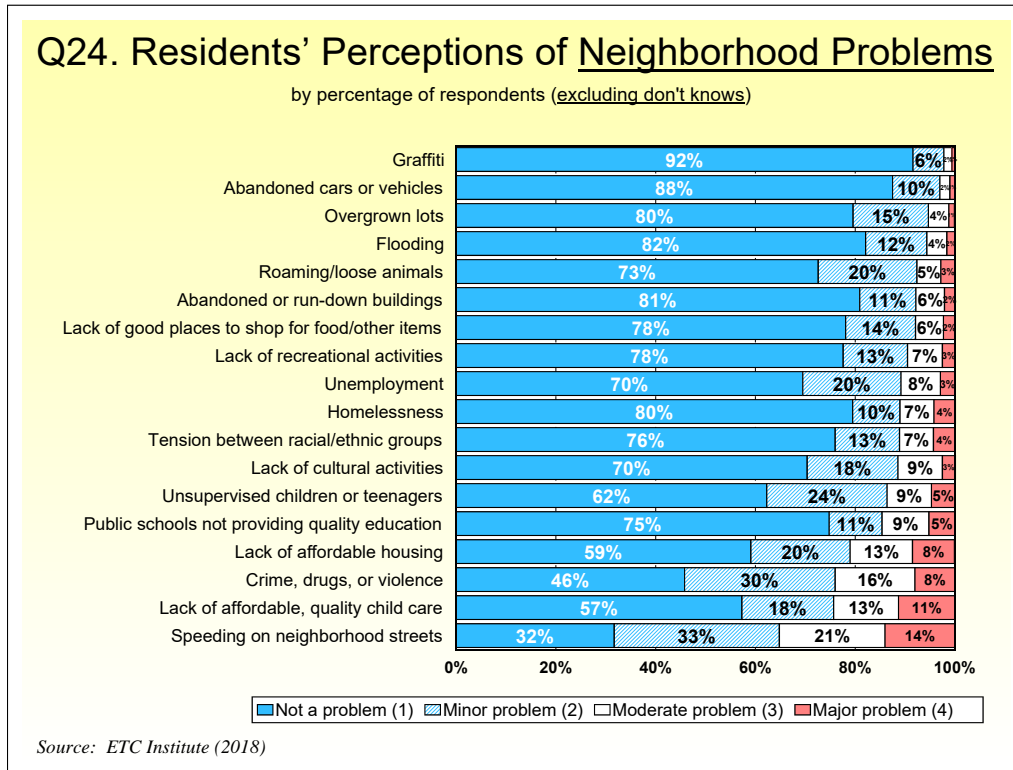
## Q23. Which ONE of the following best describes how people in your neighborhood interact with one another?

by percentage of respondents (excluding don't knows)



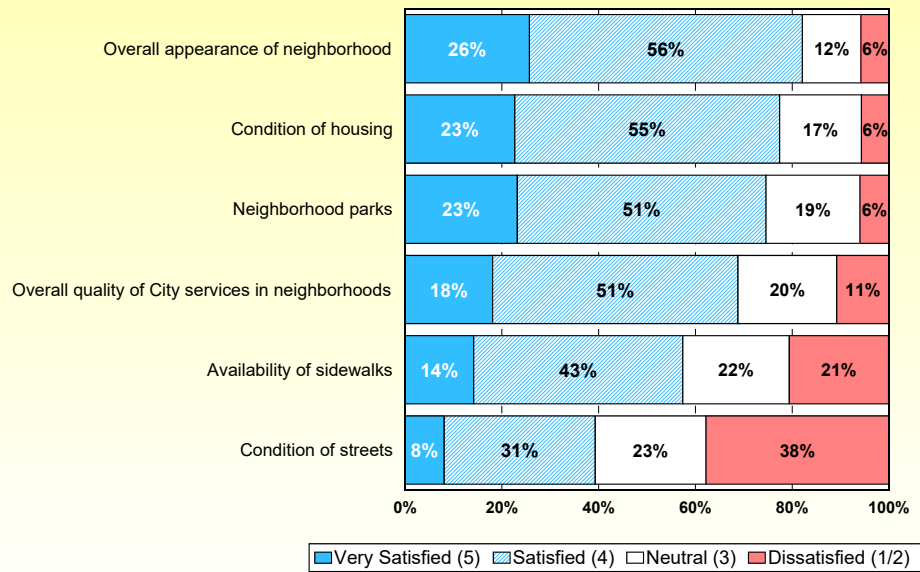
Source: ETC Institute (2018)

**Trends**



## Q25. Satisfaction with Neighborhoods

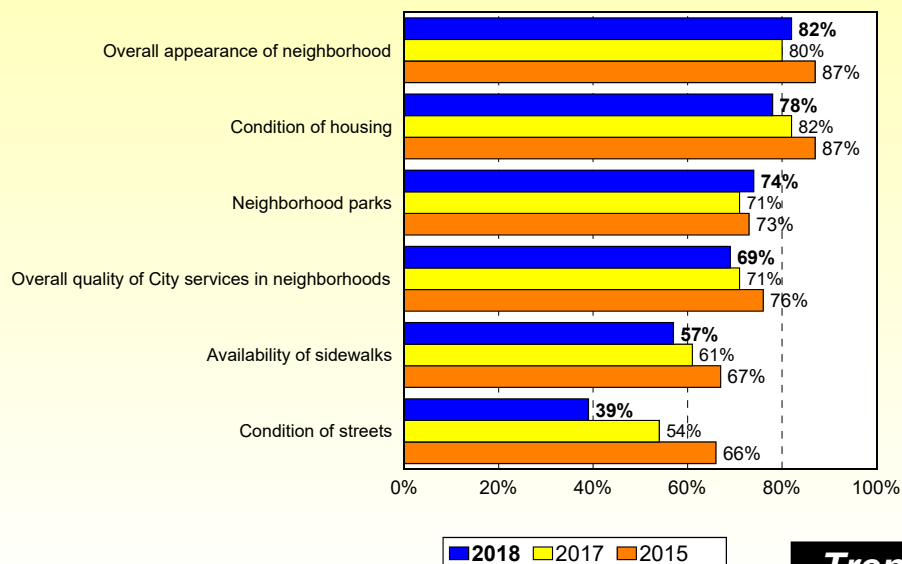
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

## Satisfaction with Neighborhoods - 2015 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied (excluding don't knows)

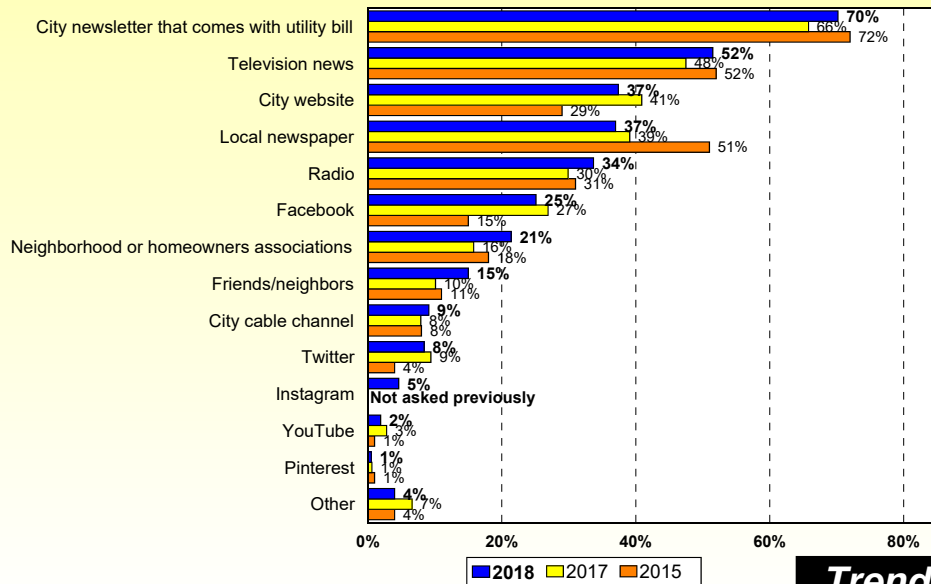


Source: ETC Institute (2018)

**Trends**

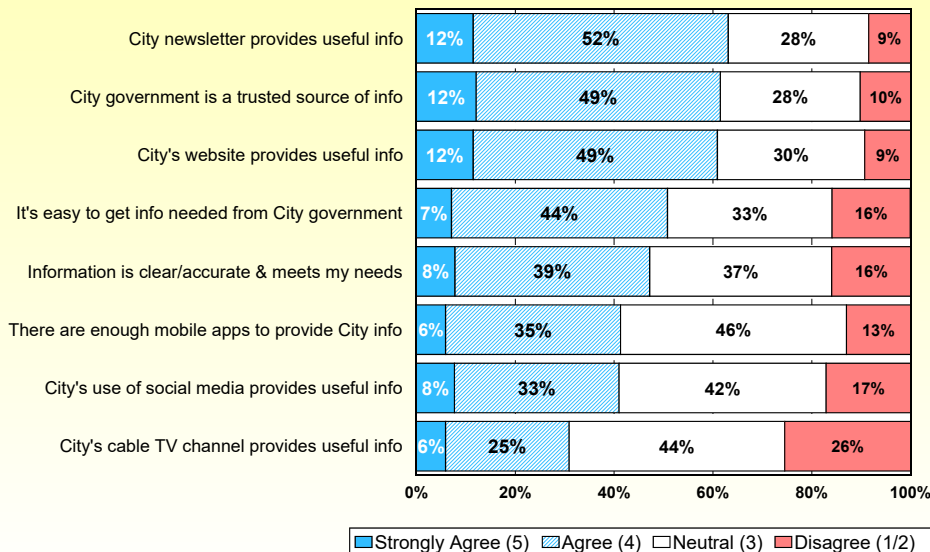
## Q26. Sources Where Residents Would Like to Receive Information About City Issues, Services and Events

by percentage of respondents (multiple choices allowed)



## Q27. Level of Agreement with Statements About Communication

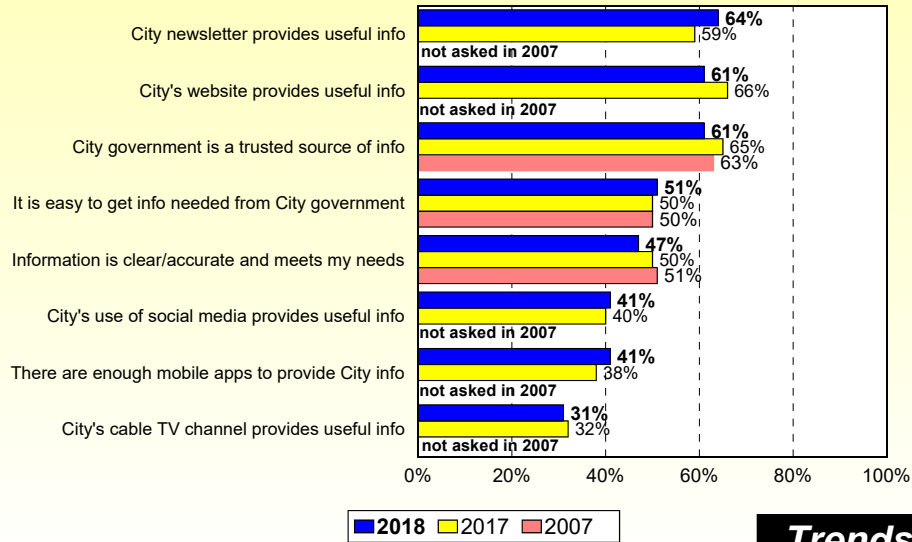
by percentage of respondents (excluding don't knows)





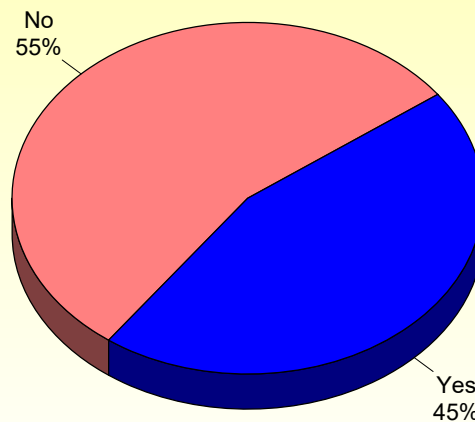
## Agreement with Statements About Communication 2007 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means strongly agree  
(excluding don't knows)



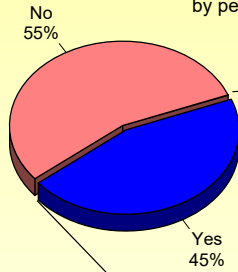
## Q28. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents (excluding not provided)



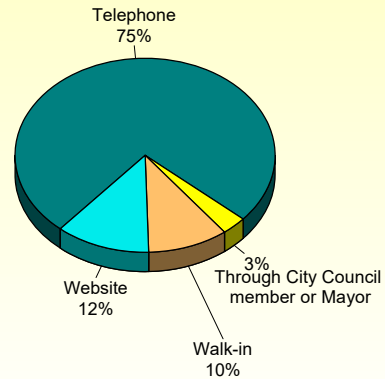
**Q28. Have you called or visited the City with a question, problem, or complaint during the past year?**

by percentage of respondents (excluding not provided)



**Q28a. How did you contact the City most recently?**

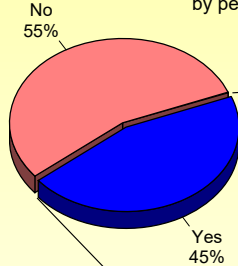
(excluding not provided)



Source: ETC Institute (2018)

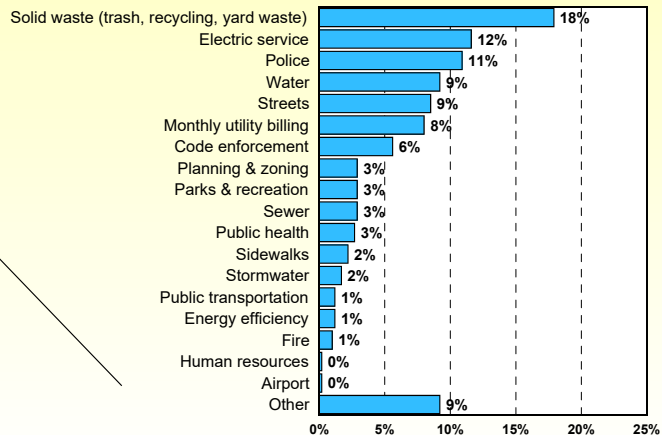
**Q28. Have you called or visited the City with a question, problem, or complaint during the past year?**

by percentage of respondents (excluding not provided)

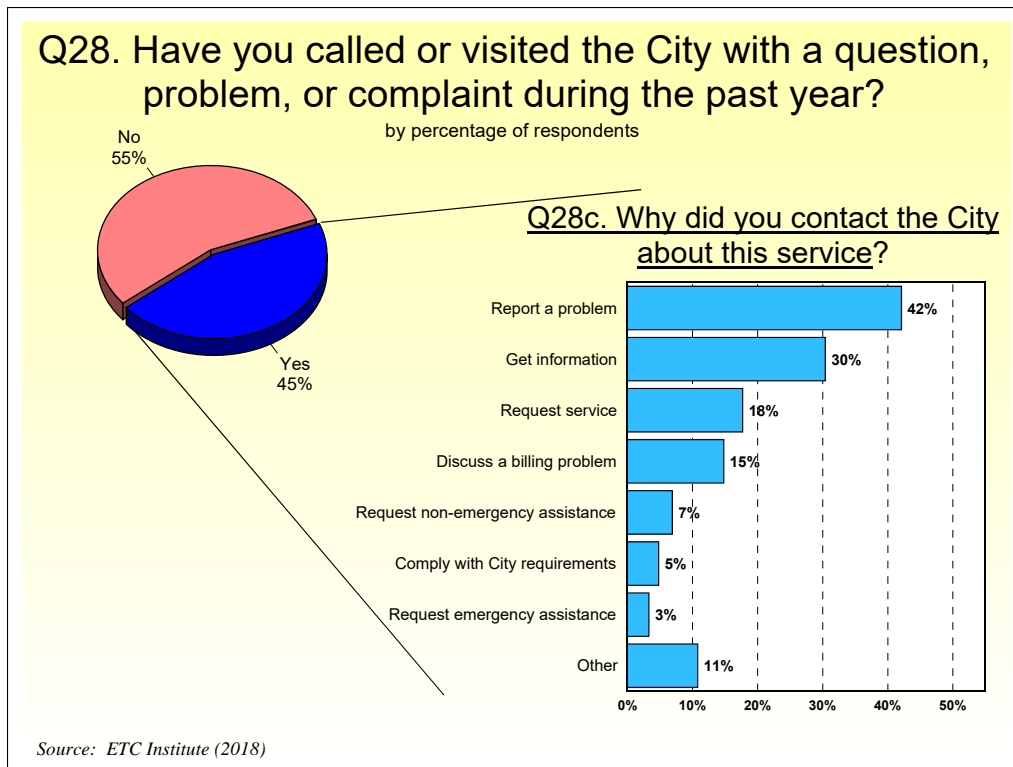
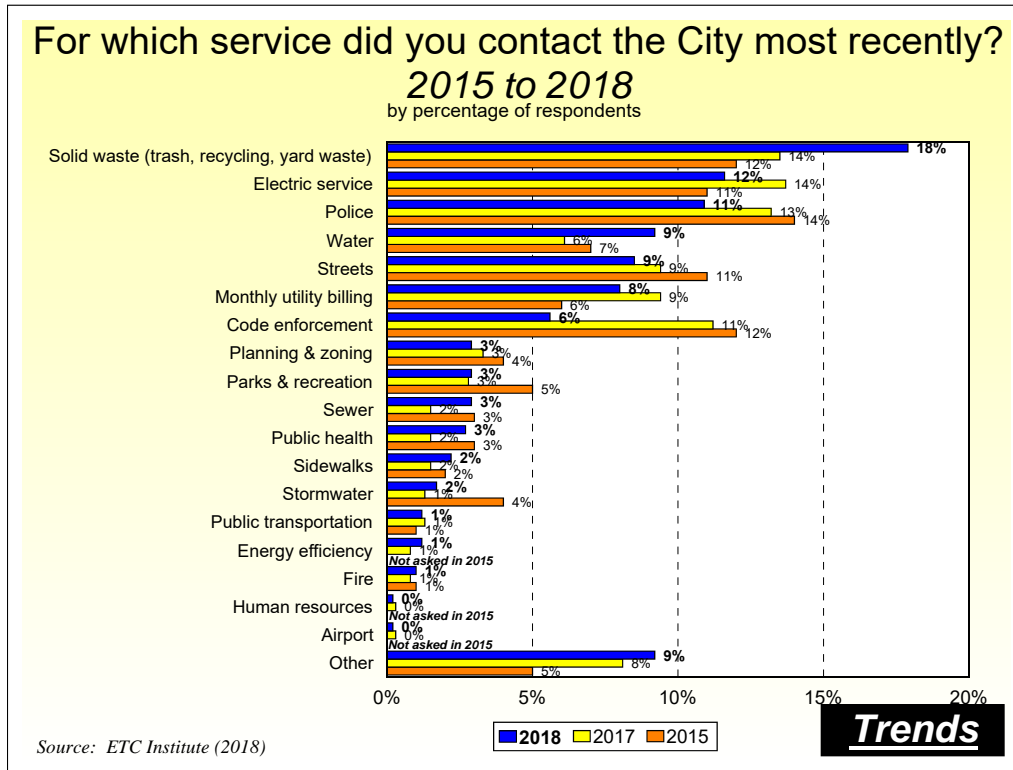


**Q28b. For which service did you contact the City most recently?**

(excluding not provided)

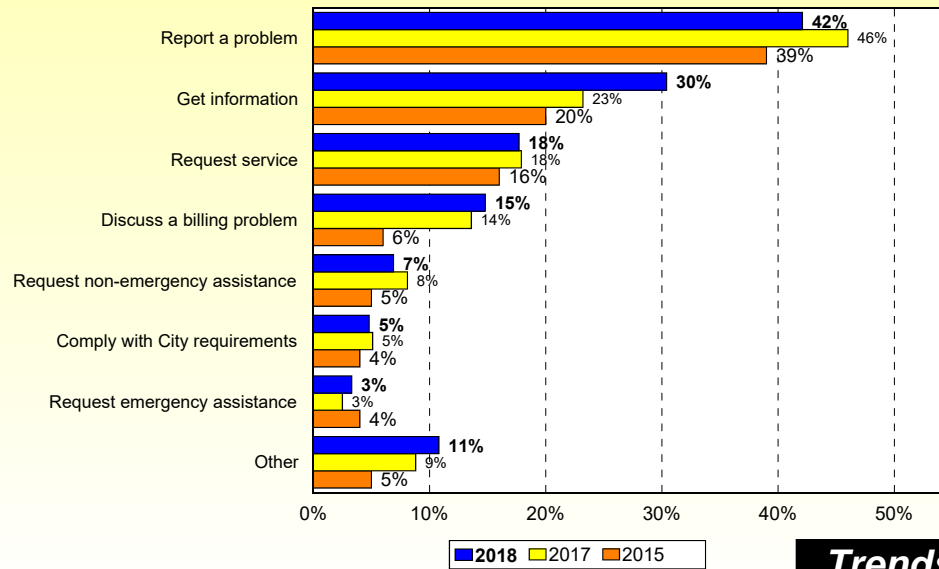


Source: ETC Institute (2018)



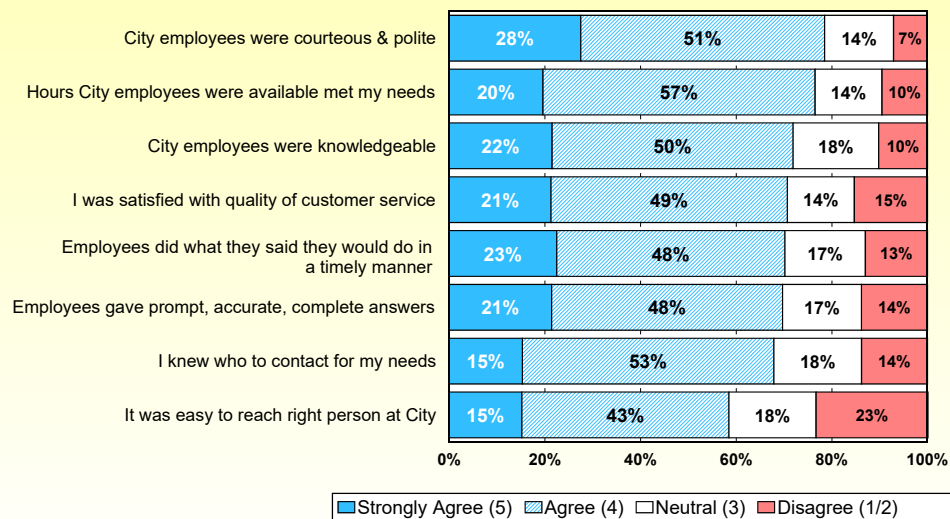
## Why did you contact the City about this service? 2015 to 2018

by percentage of respondents



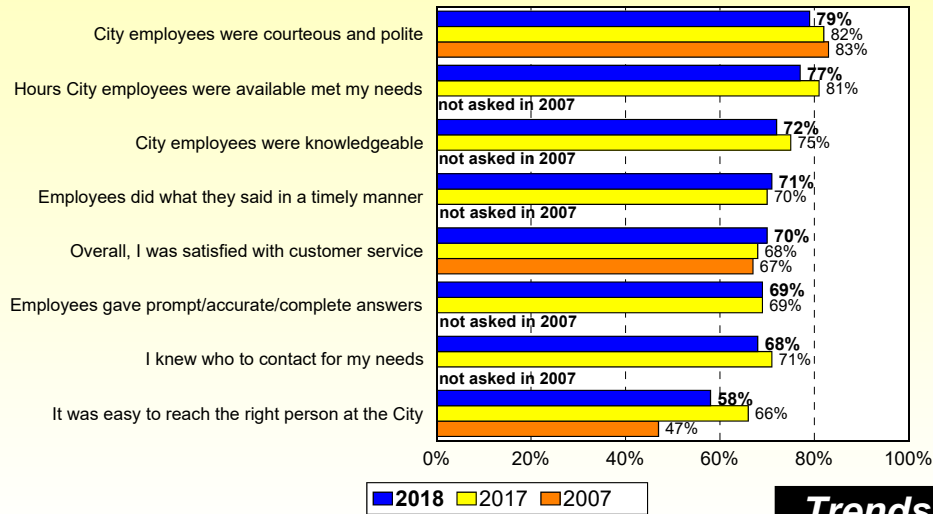
## Q28d. Level of Agreement with Statements About the Quality of Customer Service Received from City Employees

by percentage of respondents (excluding don't knows)



## Level of Agreement with Statements About the Quality of Customer Service Received from City Employees 2007 to 2018

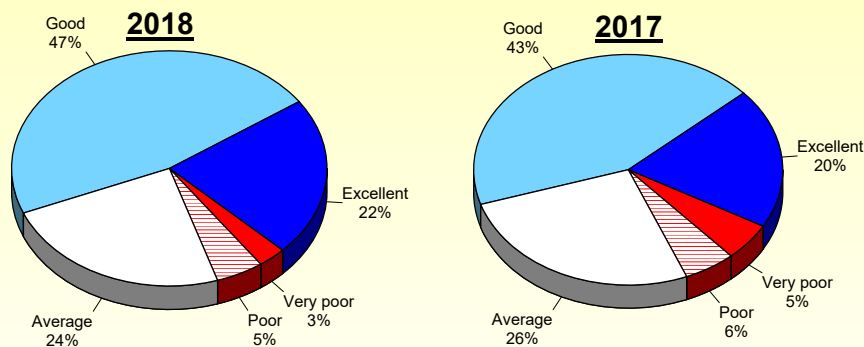
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means strongly agree  
(excluding don't knows)



**Trends**

## Q29. Ratings of Service Provided by the City's Utility Billing Office

by percentage of respondents (excluding don't knows)

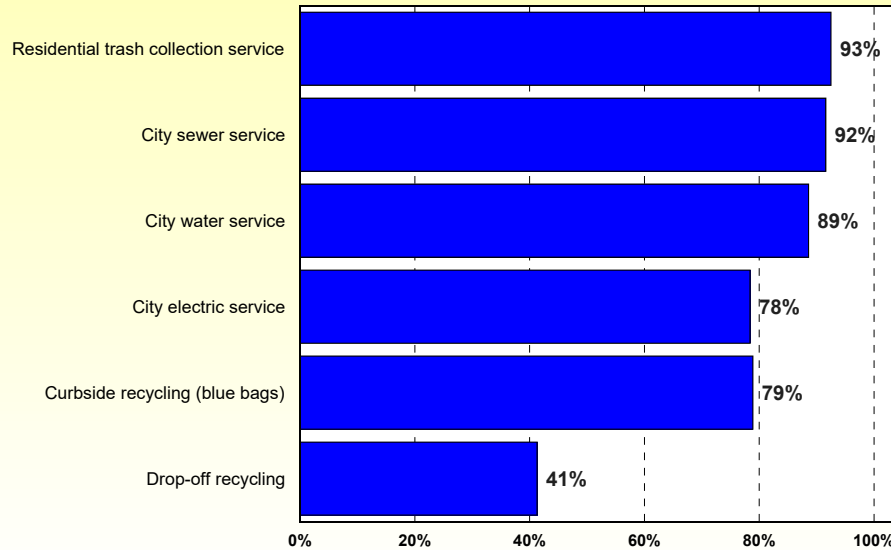


Source: ETC Institute (2018)

**Trends**

**Q30. Please indicate if your household uses the following  
Utility Services provided by the City of Columbia:**

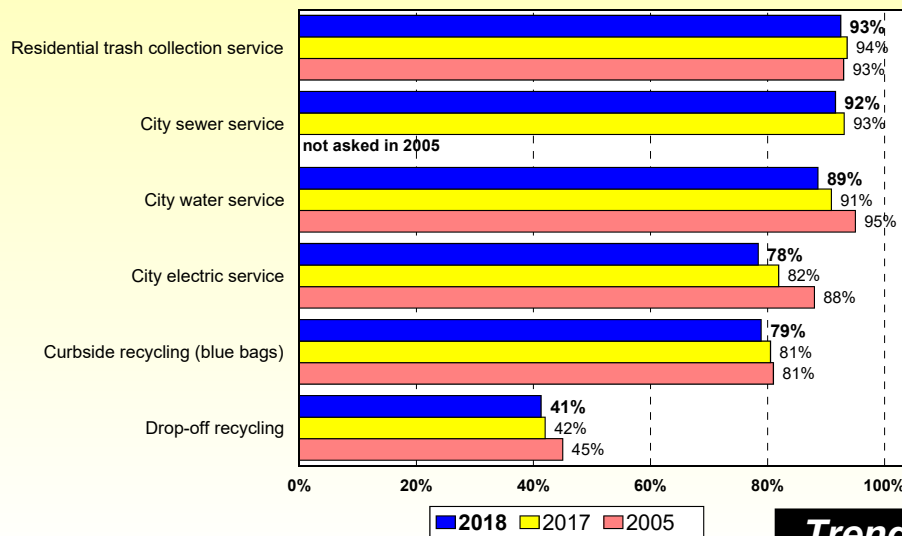
by percentage of respondents who answered "YES"



Source: ETC Institute (2018)

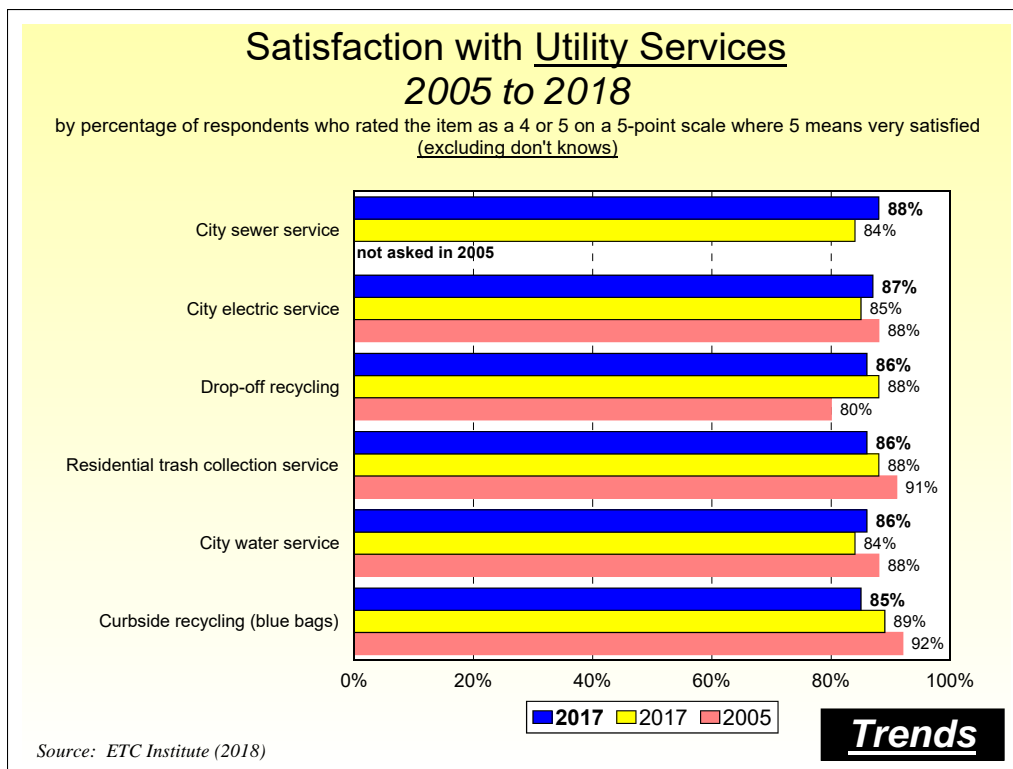
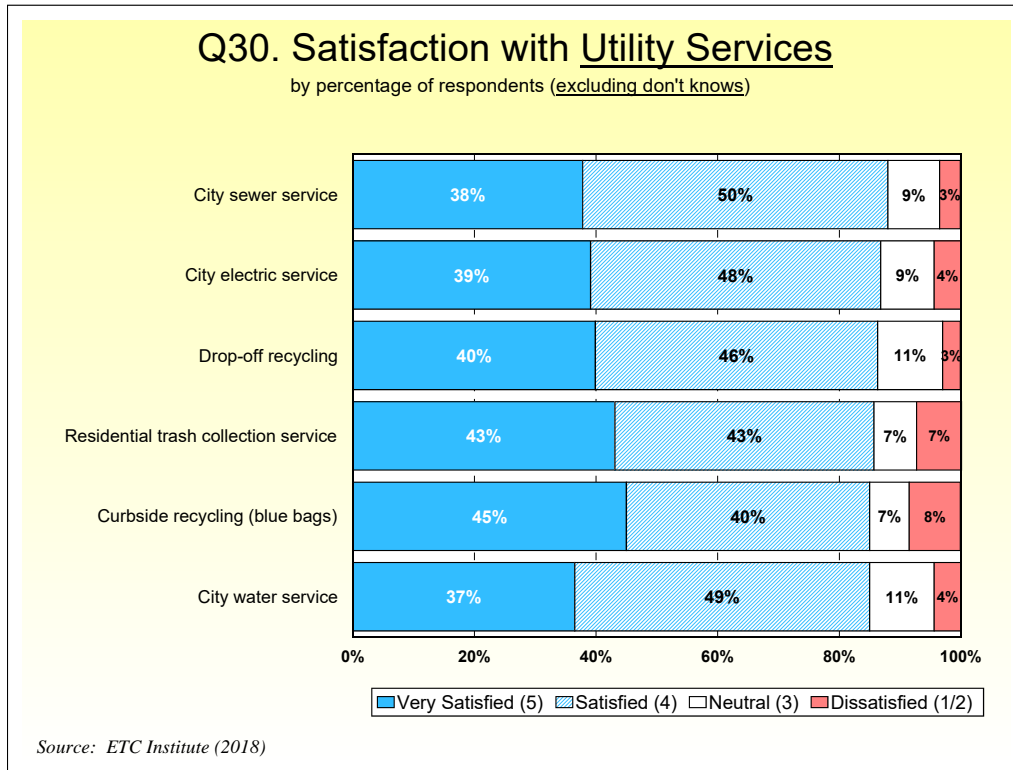
**Percentage of Residents Who Indicated They  
Have Used Utility Services Provided by the City  
2005 to 2018**

by percentage of respondents who answered "YES"



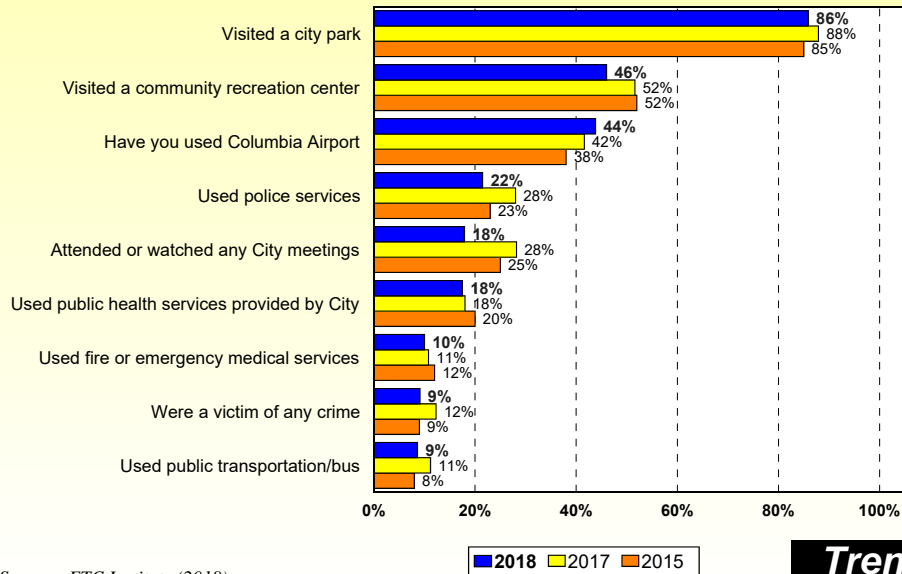
Source: ETC Institute (2018)

***Trends***



### Q31. Please indicate if you've done any of the following during the past year in the City of Columbia:

by percentage of respondents who answered "YES"



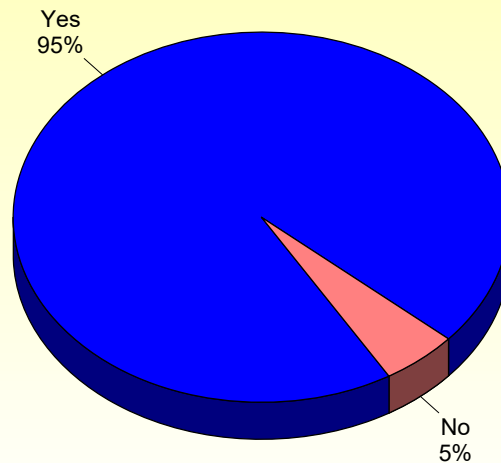
## Demographics

Source: ETC Institute (2018)



### Q32. Are you registered to vote in the City of Columbia?

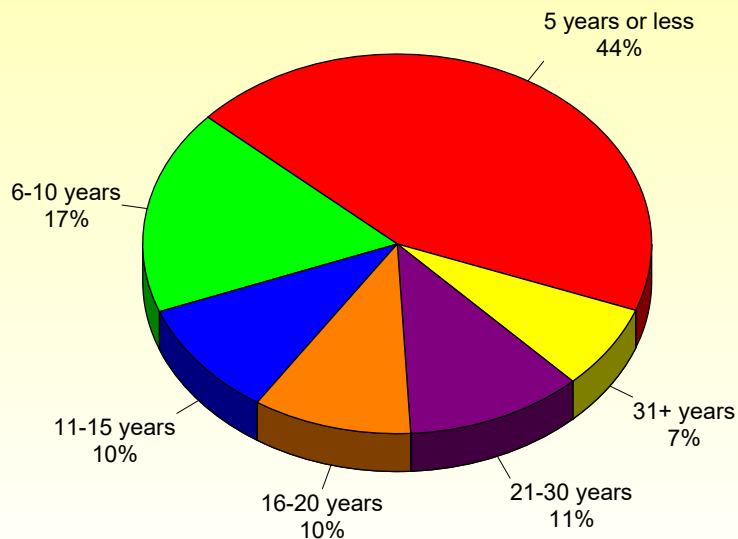
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

### Q33. Number of Years Lived in Columbia

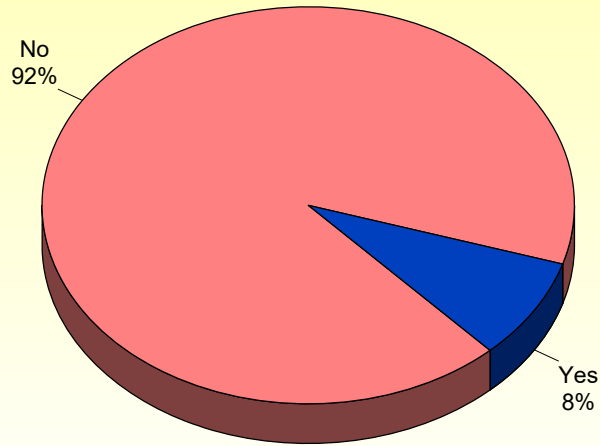
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

### Q34. Are you a student in a college or university?

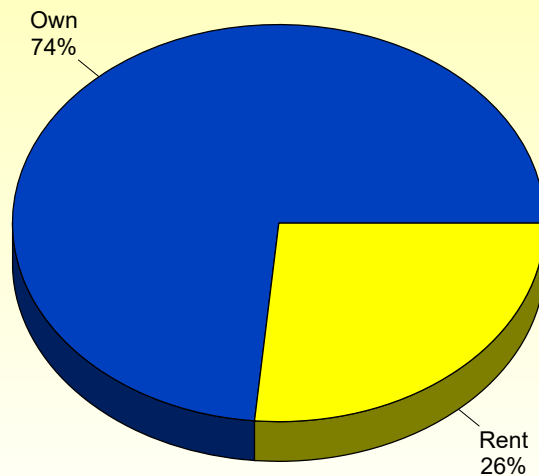
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

### Q35. Do you own or rent your current residence?

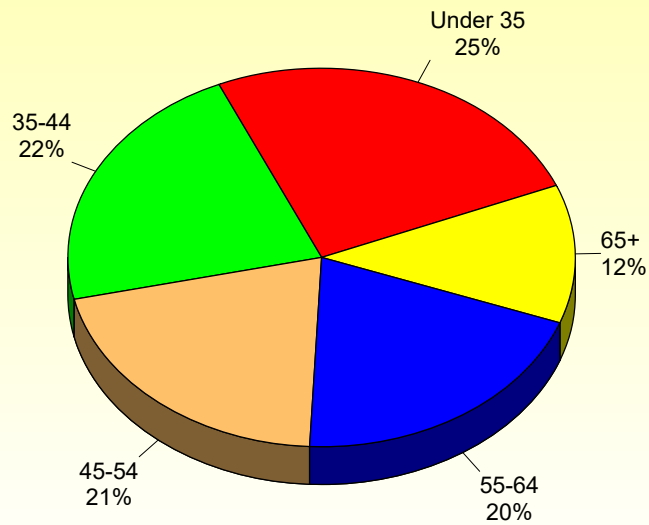
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

### Q36. Age of Survey Respondents

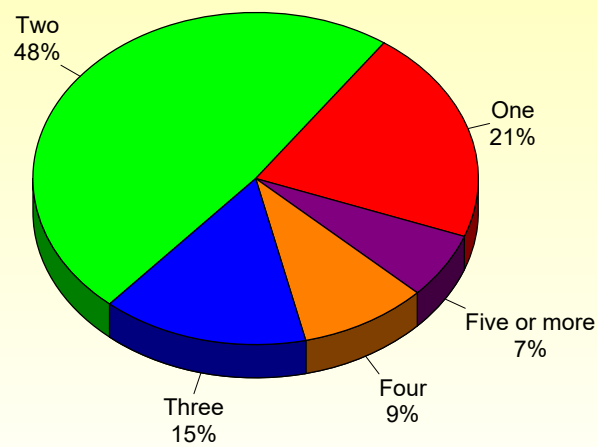
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

### Q37. Number of Residents in Household

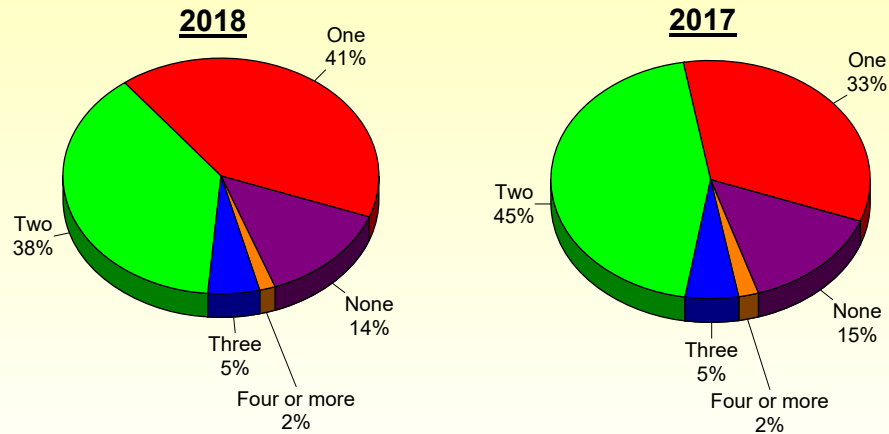
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

### Q38. Number of Employed Residents in Household

by percentage of respondents (excluding not provided)

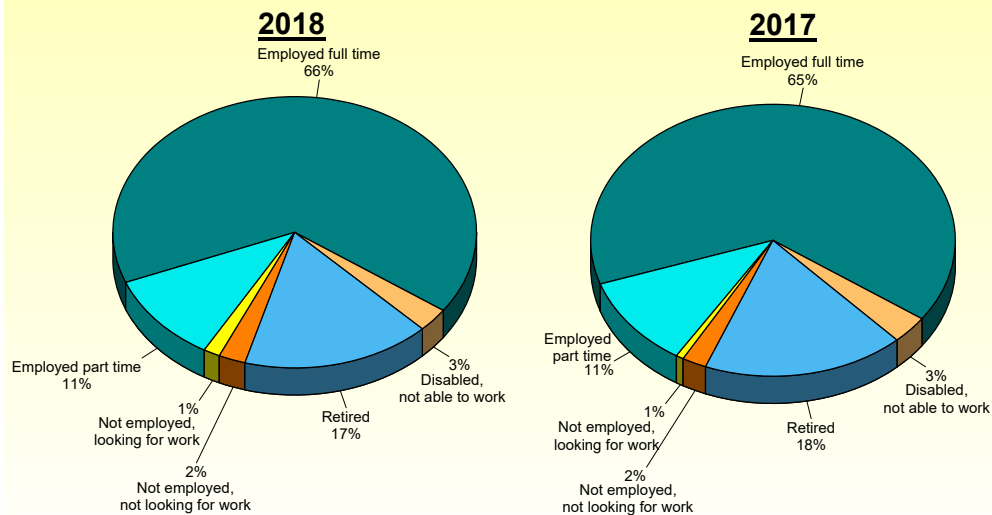


Source: ETC Institute (2018)

**Trends**

### Q39. Which of the following best describes your employment status?

by percentage of respondents (excluding not provided)

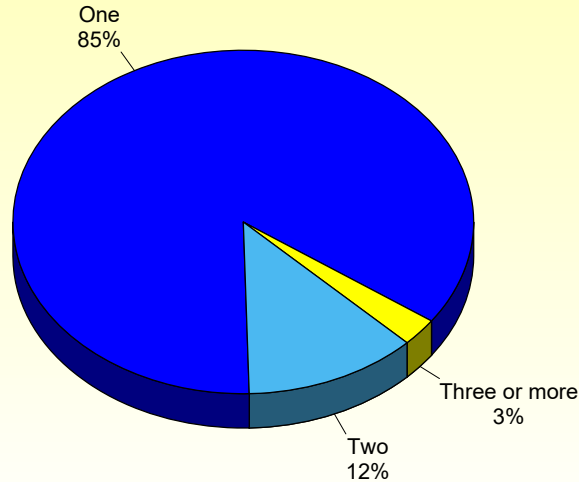


Source: ETC Institute (2018)

**Trends**

**Q39a. If you are employed, how many paying jobs do you have?**

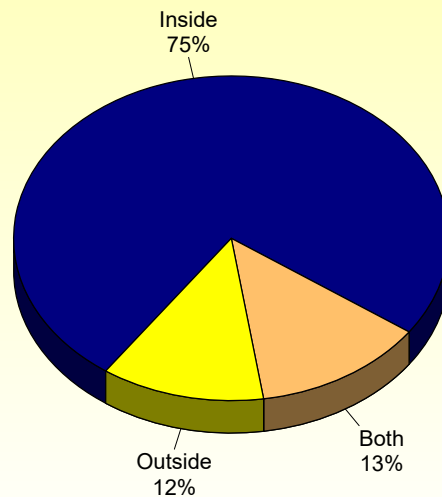
by percentage of respondents who are employed (excluding not provided)



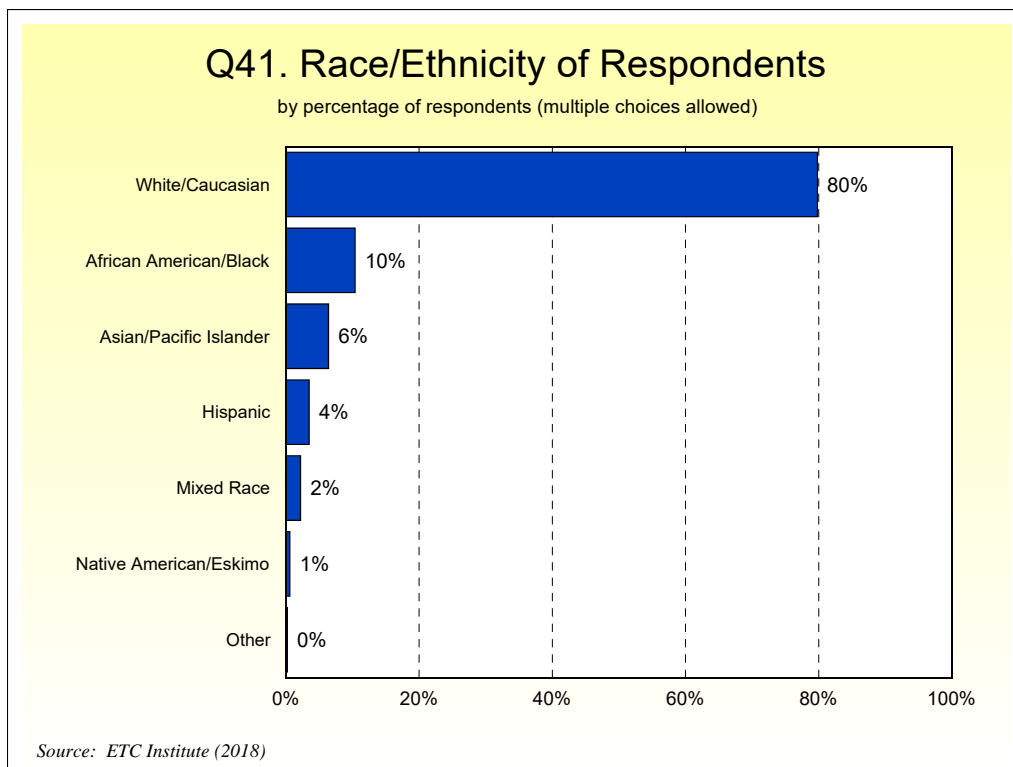
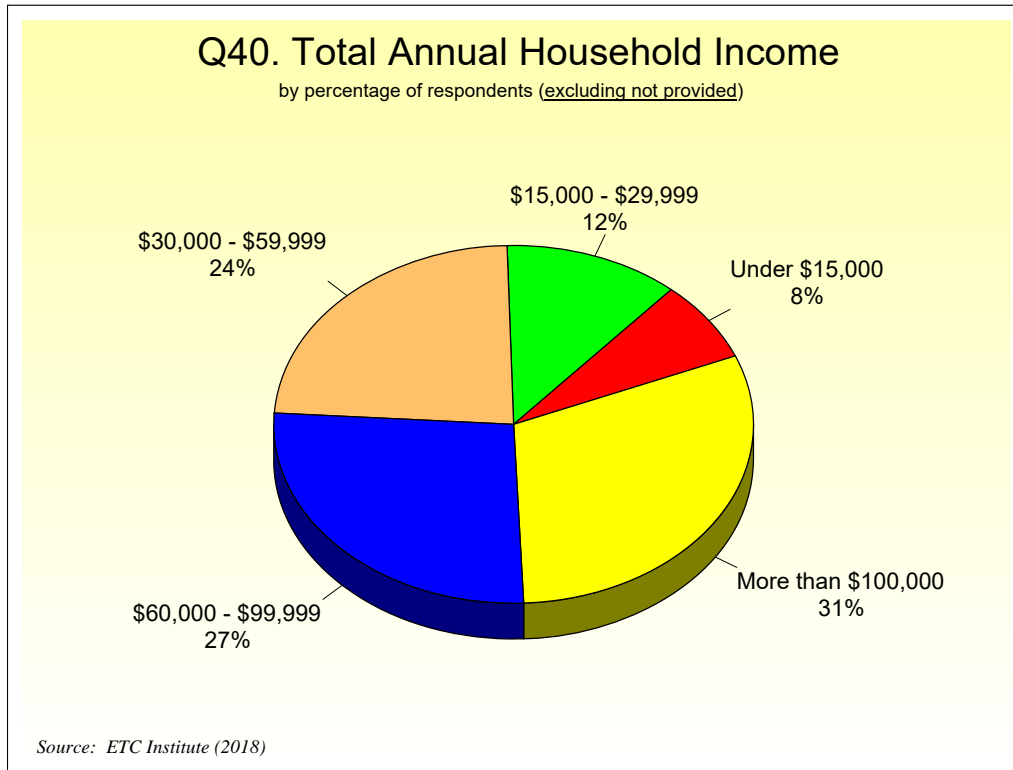
Source: ETC Institute (2018)

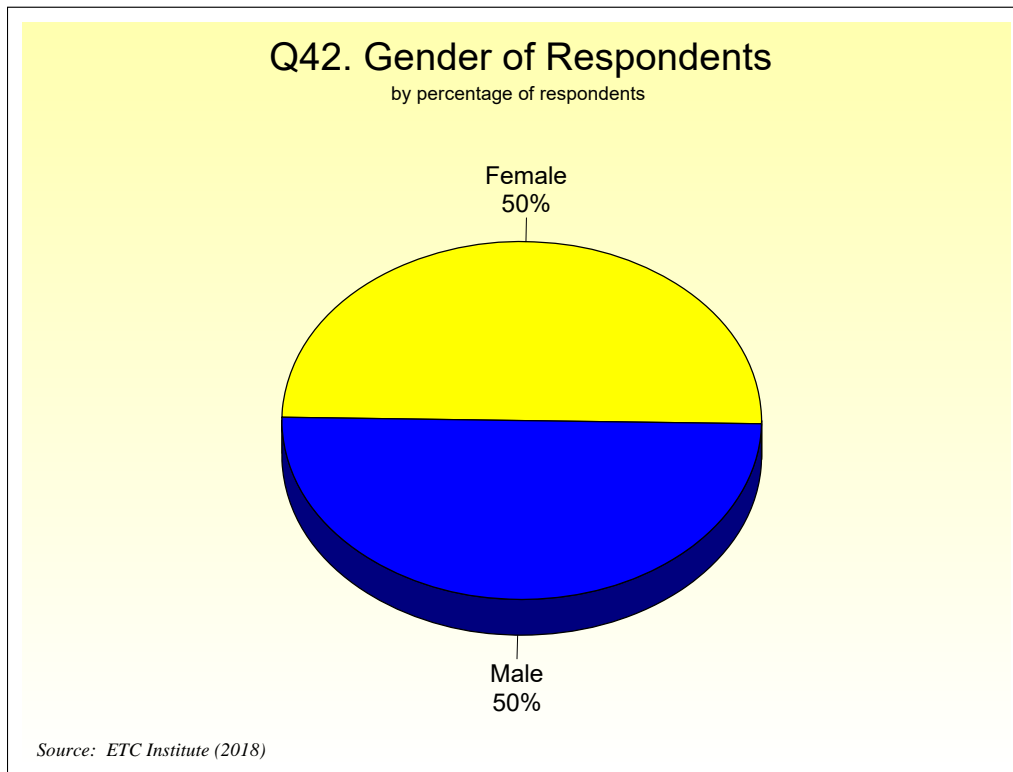
**Q39b. If you are employed, do you work inside or outside the City limits of Columbia?**

by percentage of respondents who are employed (excluding don't knows)



Source: ETC Institute (2018)





## Section 2: **Benchmarking Data**

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# *DirectionFinder®* Survey

## Year 2018 Benchmarking Summary Report

### Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 230 cities and counties in 43 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the Summer of 2018 to a random sample of more than 4,000 residents in the continental United States, (2) a regional survey that was administered by ETC Institute in the Summer of 2018 to a random sample of nearly 400 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 33 communities in Kansas and Missouri between January 2015 and October 2018. The Kansas and Missouri communities represented in this report include:

- |                               |   |
|-------------------------------|---|
| • Ballwin, Missouri           | • Lenexa, Kansas  |
| • Blue Springs, Missouri      | • Liberty, Missouri   |
| • Bonner Springs, Kansas      | • Merriam, Kansas   |
| • Butler, Missouri            | • Mission, Kansas   |
| • Coffeyville, Kansas         | • North Kansas City, Missouri                               |
| • Columbia, Missouri          | • O'Fallon, Missouri  |
| • Creve Coeur, Missouri       | • Olathe, Kansas  |
| • Excelsior Springs, Missouri | • Overland Park, Kansas                                     |
| • Gardner, Kansas             | • Platte City, Missouri                                     |
| • Grandview, Missouri         | • Pleasant Hill, Missouri                                   |
| • Harrisonville, Missouri     | • Raymore, Missouri   |
| • Independence, Missouri      | • Riverside, Missouri                                       |
| • Johnson County, Kansas      | • Roeland Park, Kansas                                      |
| • Kansas City, Missouri       | • Shawnee, Kansas   |
| • Lawrence, Kansas            | • Spring Hill, Kansas                                       |
| • Leawood, Kansas             | • Unified Government of Kansas City<br>and Wyandotte County |
| • Lee's Summit, Missouri      |   |

**National and Regional Benchmarks.** The first set of charts on the following pages show how the overall results for Columbia compare to the national and regional averages based on the results of a 2018 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

**Kansas and Missouri Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for Kansas and Missouri communities. The actual ratings for Columbia are listed to the right of each chart. The dot on each bar shows how the results for Columbia compare to the other communities in Kansas and Missouri where the *DirectionFinder®* survey has been administered.

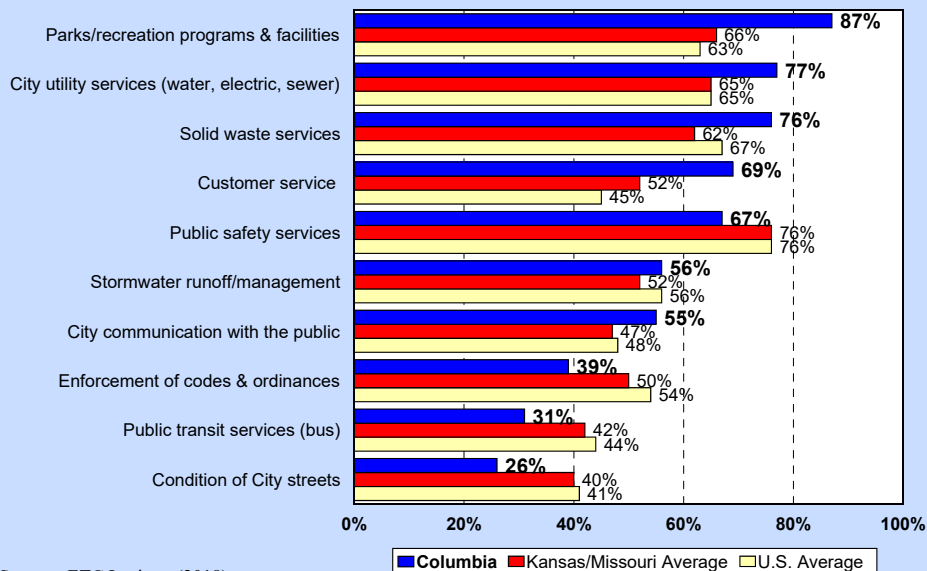
# National and Regional Benchmarks

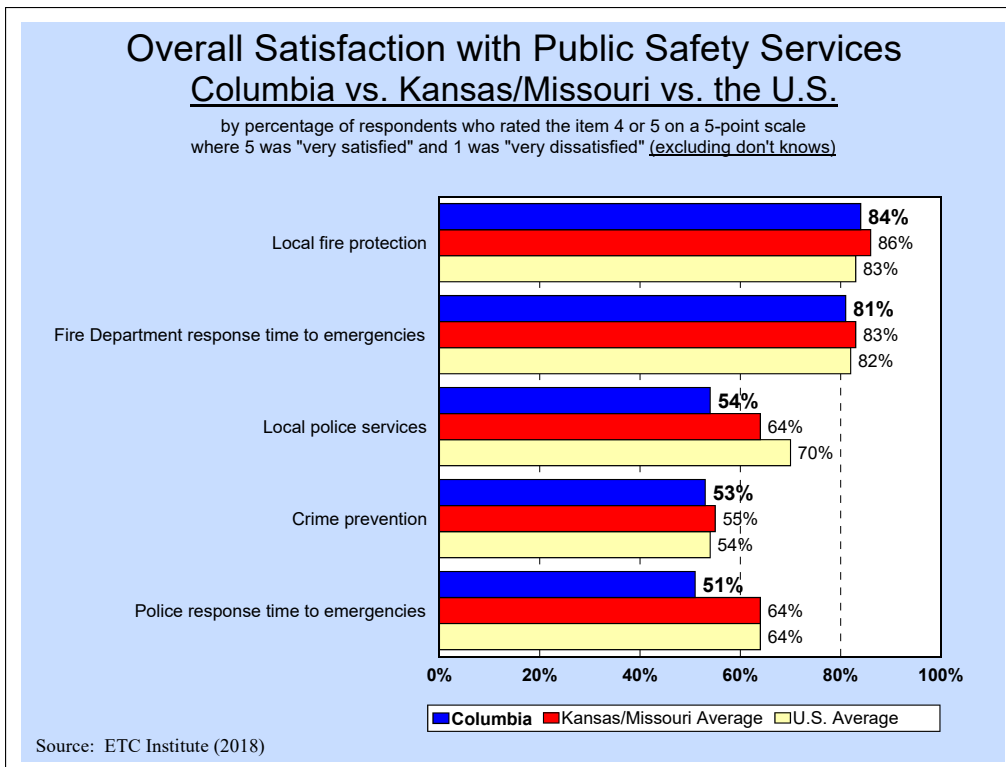
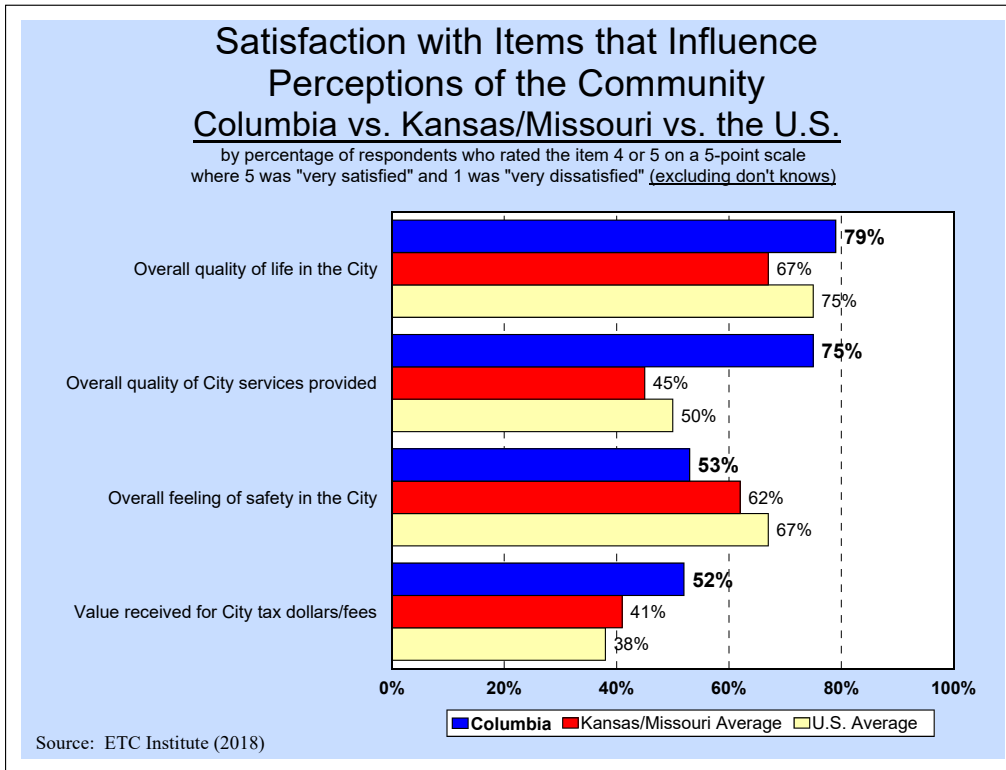
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from ETC Institute.**

Source: ETC Institute (2018)

## Overall Satisfaction with Major Categories of City Services Columbia vs. Kansas/Missouri vs. the U.S.

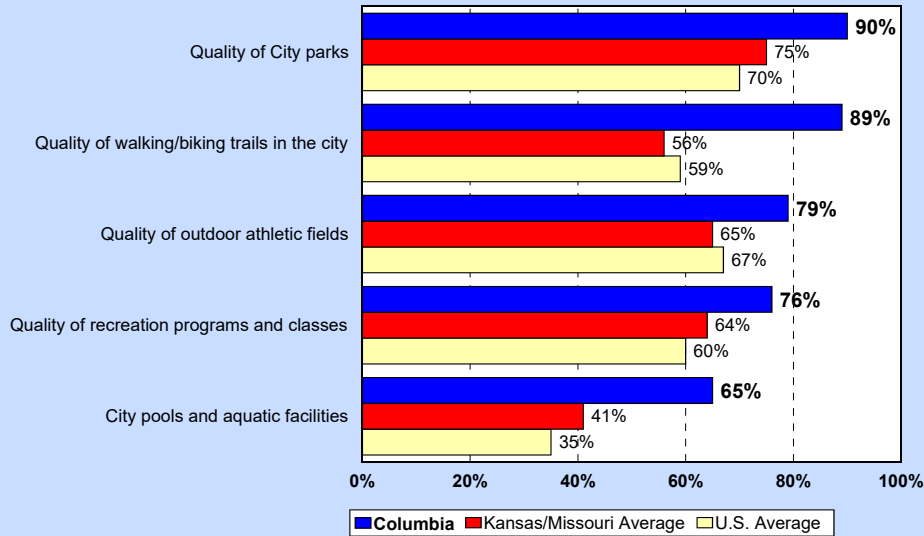
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





## Overall Satisfaction with Parks and Recreation Columbia vs. Kansas/Missouri vs. the U.S.

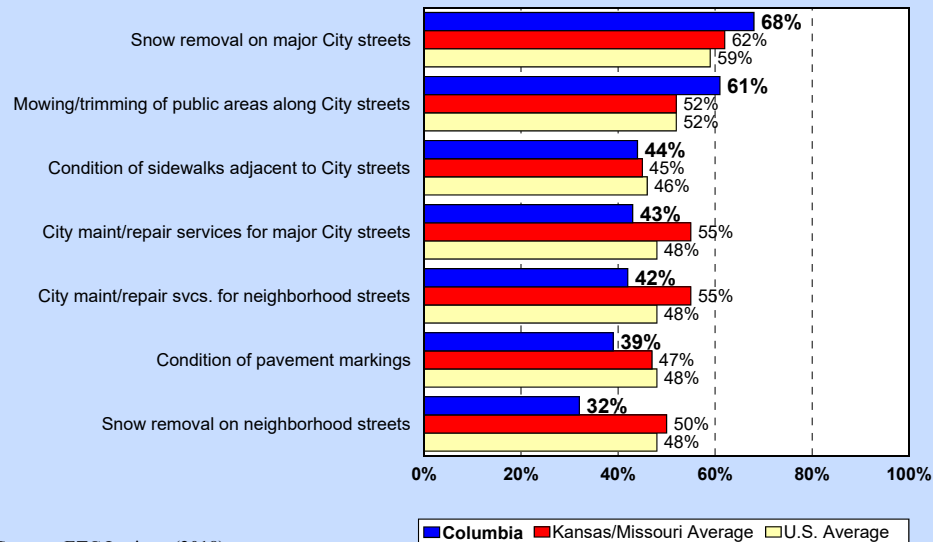
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

## Overall Satisfaction with Streets and Sidewalks Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

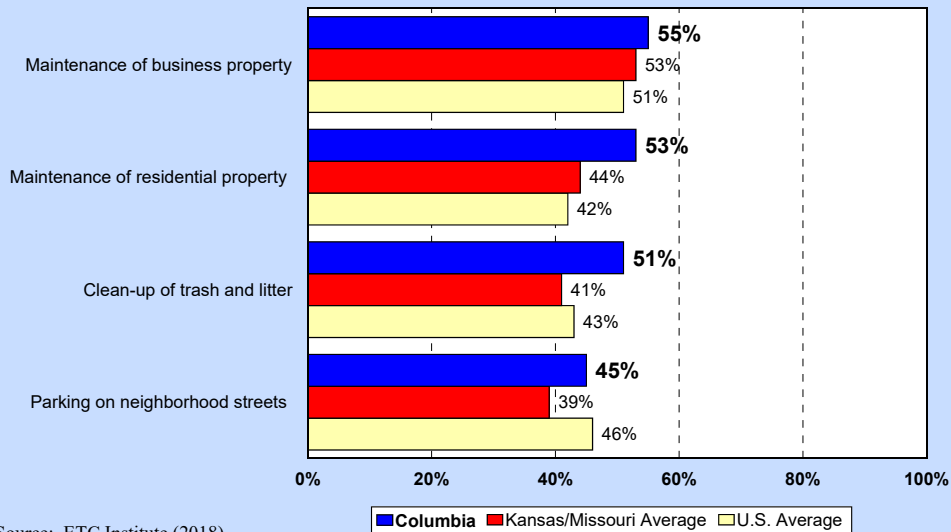


Source: ETC Institute (2018)

## Overall Satisfaction with Code Enforcement and Neighborhood Services

### Columbia vs. Kansas/Missouri vs. the U.S.

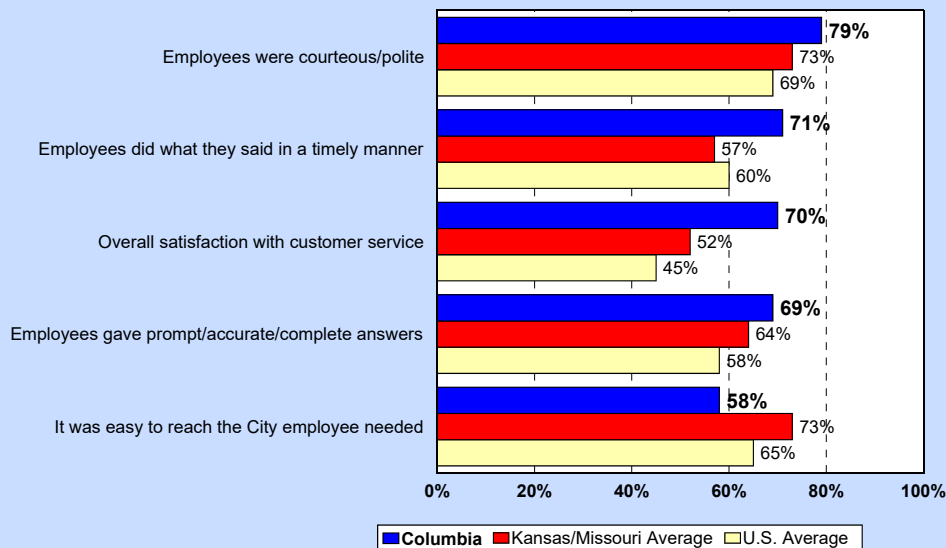
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

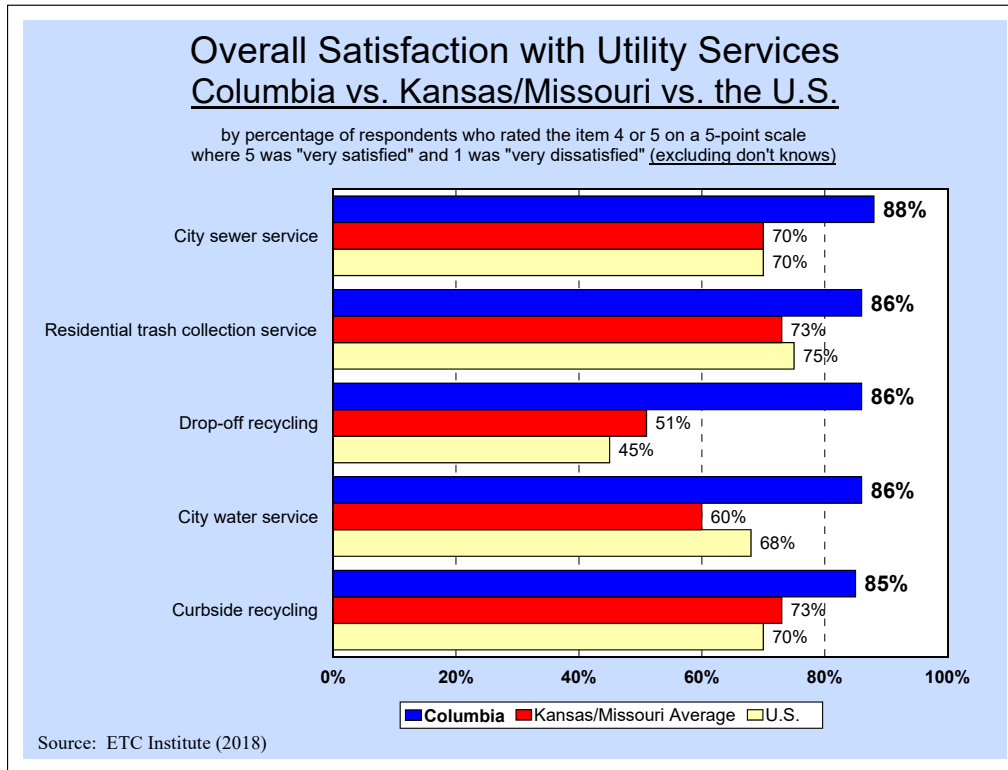


## Overall Satisfaction with Customer Service

### Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was a positive response and 1 was a negative response (excluding don't knows)



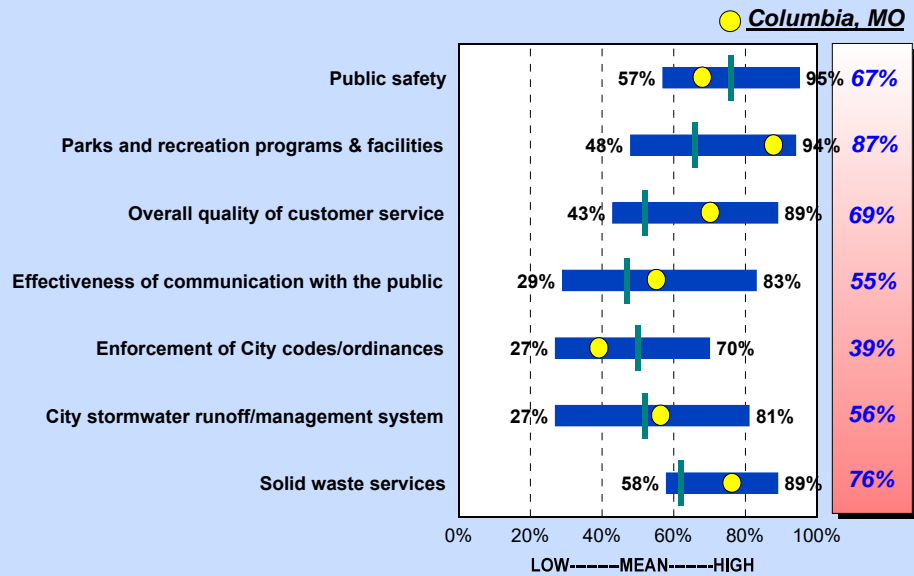


## Kansas and Missouri Performance Ranges

Source: ETC Institute (2018)

## Overall Satisfaction With Major Categories of City Services - 2018

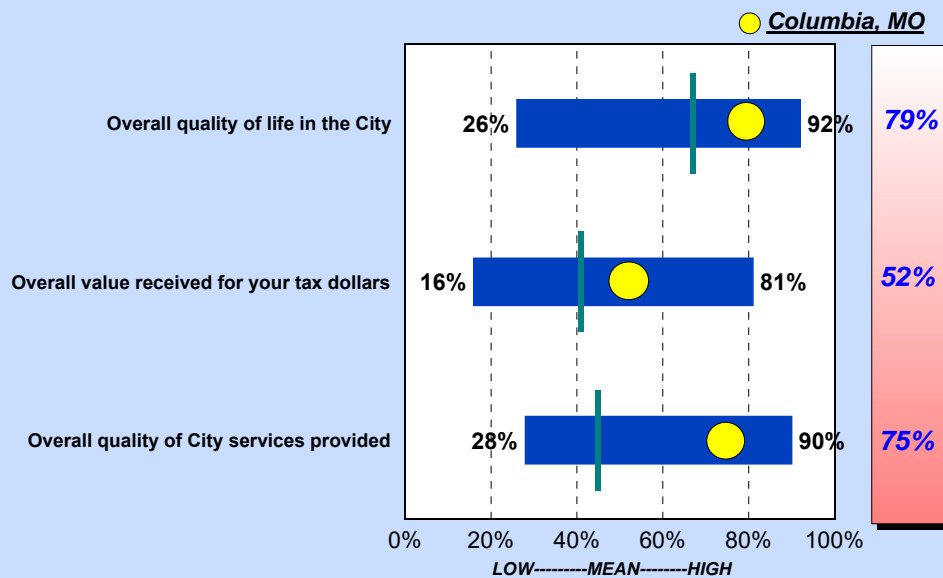
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2018)

## Perceptions that Residents Have of the Community in Which They Live - 2018

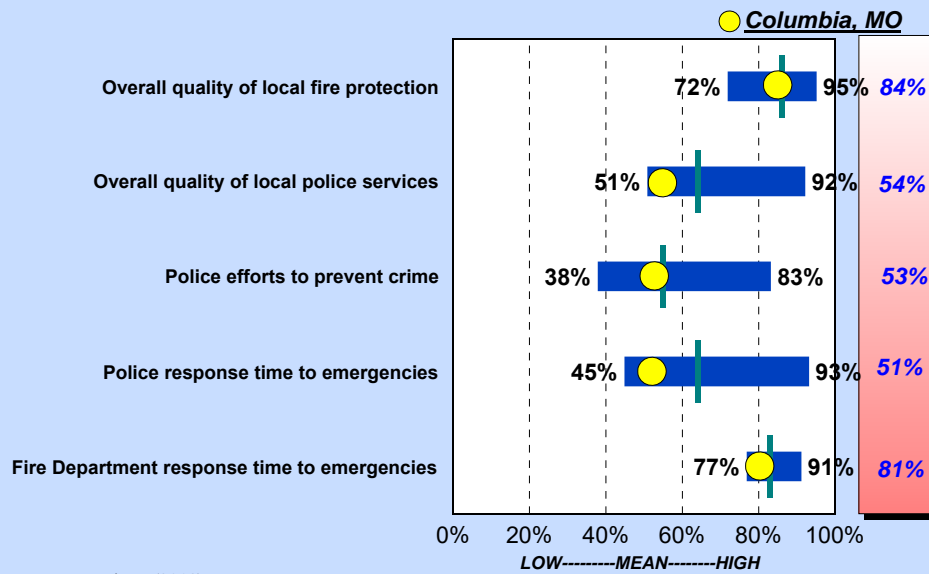
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2018)

## Satisfaction with Public Safety Services - 2018

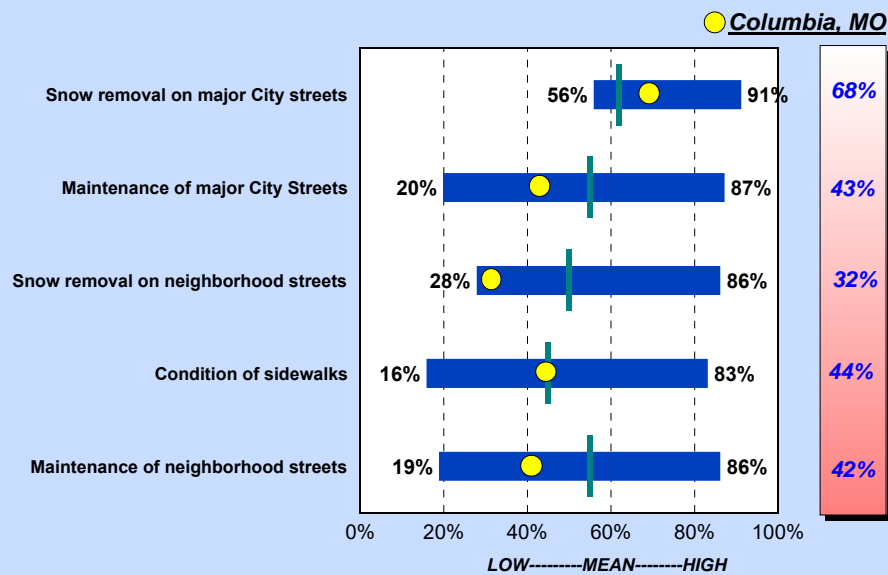
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2018)

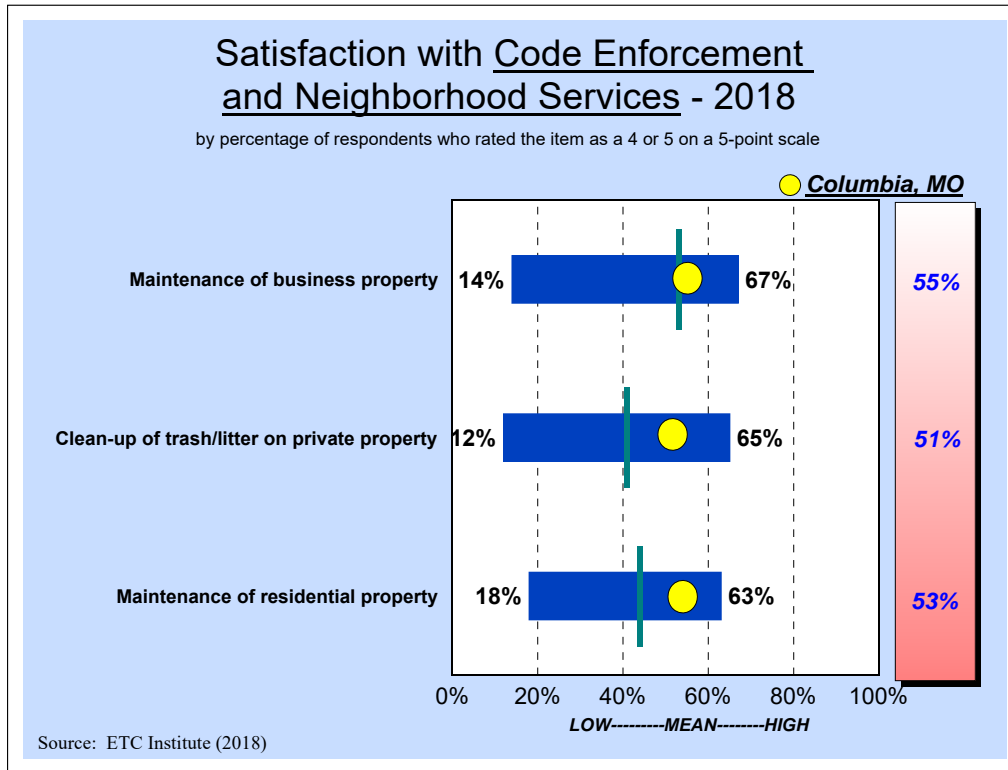
## Satisfaction with Streets and Sidewalks - 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2018)





## Section 3:

# Importance-Satisfaction Analysis

---

# Importance-Satisfaction Analysis

## Columbia, Missouri

### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = Importance \times (1 - Satisfaction)]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Approximately sixty-three percent (62.5%) selected *the condition of City streets* as the most important service for the City to provide.

With regard to satisfaction, 26% of the residents surveyed rated the city's overall performance in *the condition of City streets* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses. The I-S rating for *the condition of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 62.5% was multiplied by 74% (1-0.26). This calculation yielded an I-S rating of 0.4625, which was ranked first out of eleven major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Columbia are provided on the following pages.

## Importance-Satisfaction Rating

### City of Columbia, Missouri

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Condition of City streets	63%	2	26%	11	0.4625	<b>1</b>
Public safety services provided by the City	86%	1	67%	5	0.2822	<b>2</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
City water, electric, and sewer services	59%	3	77%	2	0.1350	<b>3</b>
Solid waste services (trash, recycling, etc.)	45%	4	76%	3	0.1080	<b>4</b>
Enforcement of City codes and ordinances	18%	7	39%	9	0.1068	<b>5</b>
Public transit services (bus)	15%	8	31%	10	0.1028	<b>6</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Public health services provided by the City	26%	6	67%	6	0.0842	<b>7</b>
The City's runoff/stormwater management system	15%	9	56%	7	0.0638	<b>8</b>
Effectiveness of City communication with public	12%	10	55%	8	0.0545	<b>9</b>
Parks and recreation programs and facilities	26%	5	87%	1	0.0343	<b>10</b>
Quality of customer service from City employees	8%	11	69%	4	0.0254	<b>11</b>

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Columbia, Missouri

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
How quickly police respond to emergencies	70%	1	51%	5	0.3440	<b>1</b>
Police efforts to prevent crime	69%	2	53%	4	0.3252	<b>2</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
Overall quality of local police services	42%	4	54%	3	0.1932	<b>3</b>
How quickly Fire Dept. responds to emergencies	58%	3	81%	2	0.1100	<b>4</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
The City's municipal court	13%	6	44%	6	0.0706	<b>5</b>
Overall quality of City fire protection	27%	5	84%	1	0.0432	<b>6</b>

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Columbia, Missouri

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of City parks	63%	1	90%	1	0.0628	<b>1</b>
Quality of walking/biking trails in the city	54%	2	89%	2	0.0597	<b>2</b>
Amount of land acquired to preserve open space/prot	17%	4	68%	6	0.0544	<b>3</b>
Quality of recreation programs and classes	17%	3	76%	5	0.0410	<b>4</b>
City pools & aquatic facilities	9%	6	65%	7	0.0322	<b>5</b>
Quality of outdoor athletic fields	11%	5	79%	3	0.0231	<b>6</b>
Availability of info on City parks & rec programs	7%	7	78%	4	0.0163	<b>7</b>

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Columbia, Missouri

### Streets and Sidewalks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
City maint/repair services for major City streets	80%	1	43%	6	0.4571	<b>1</b>
City maint/repair svcs. for neighborhood streets	43%	3	42%	7	0.2511	<b>2</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
Snow removal on neighborhood streets	26%	4	32%	9	0.1782	<b>3</b>
Snow removal on major City streets	49%	2	68%	1	0.1571	<b>4</b>
Condition of pavement markings	19%	6	39%	8	0.1147	<b>5</b>
Condition of sidewalks adjacent to City streets	18%	7	44%	5	0.1014	<b>6</b>
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Availability of sidewalks in the city	19%	5	53%	3	0.0898	<b>7</b>
City street cleaning services	7%	8	49%	4	0.0367	<b>8</b>
Mowing/trimming of public areas along City streets	6%	9	61%	2	0.0215	<b>9</b>

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Columbia, Missouri

### Code Enforcement and Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Clean-up of trash and litter	65%	1	51%	4	0.3175	<b>1</b>
Maintenance of residential property	56%	2	53%	2	0.2618	<b>2</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
Parking on neighborhood streets	32%	5	45%	6	0.1771	<b>3</b>
Enforcement of residential building codes	34%	4	51%	3	0.1686	<b>4</b>
Maintenance of business property	37%	3	55%	1	0.1661	<b>5</b>
Enforcement of business building codes	26%	6	47%	5	0.1352	<b>6</b>

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## **Importance-Satisfaction Matrix Analysis**

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

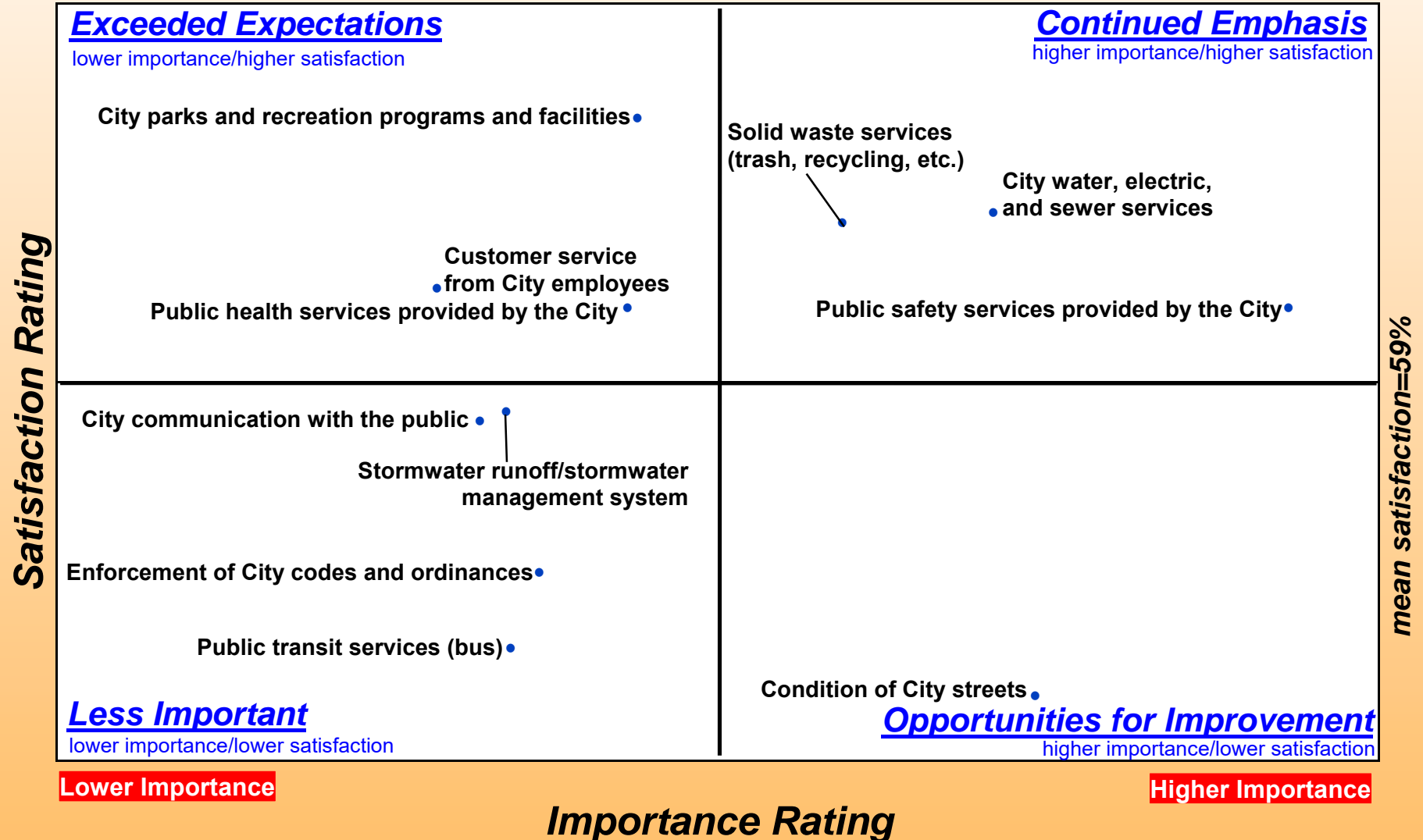
Matrices showing the results for Columbia are provided on the following pages.

# 2018 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Major Categories of City Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance=34%



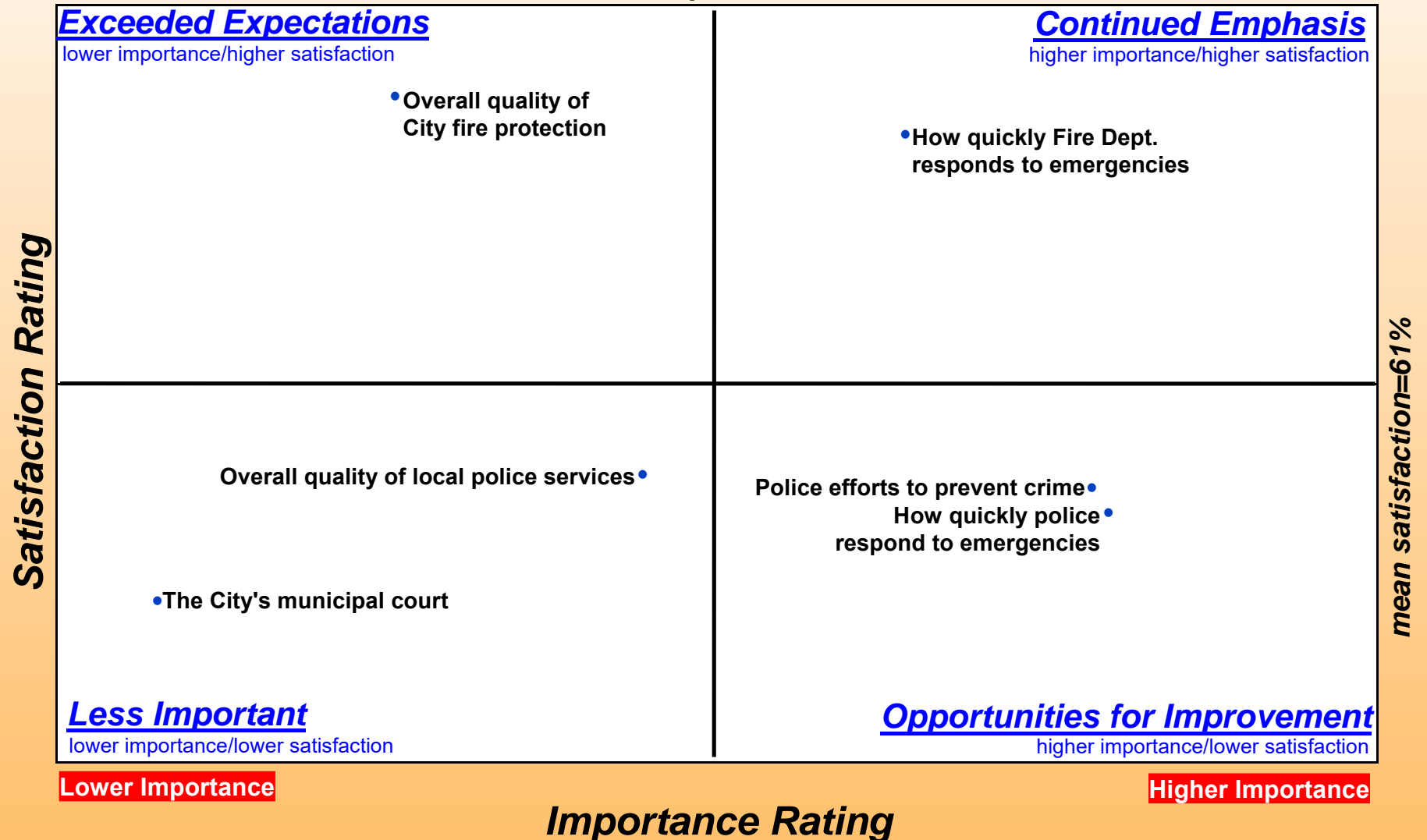
Source: ETC Institute (2018)

# 2018 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance=47%



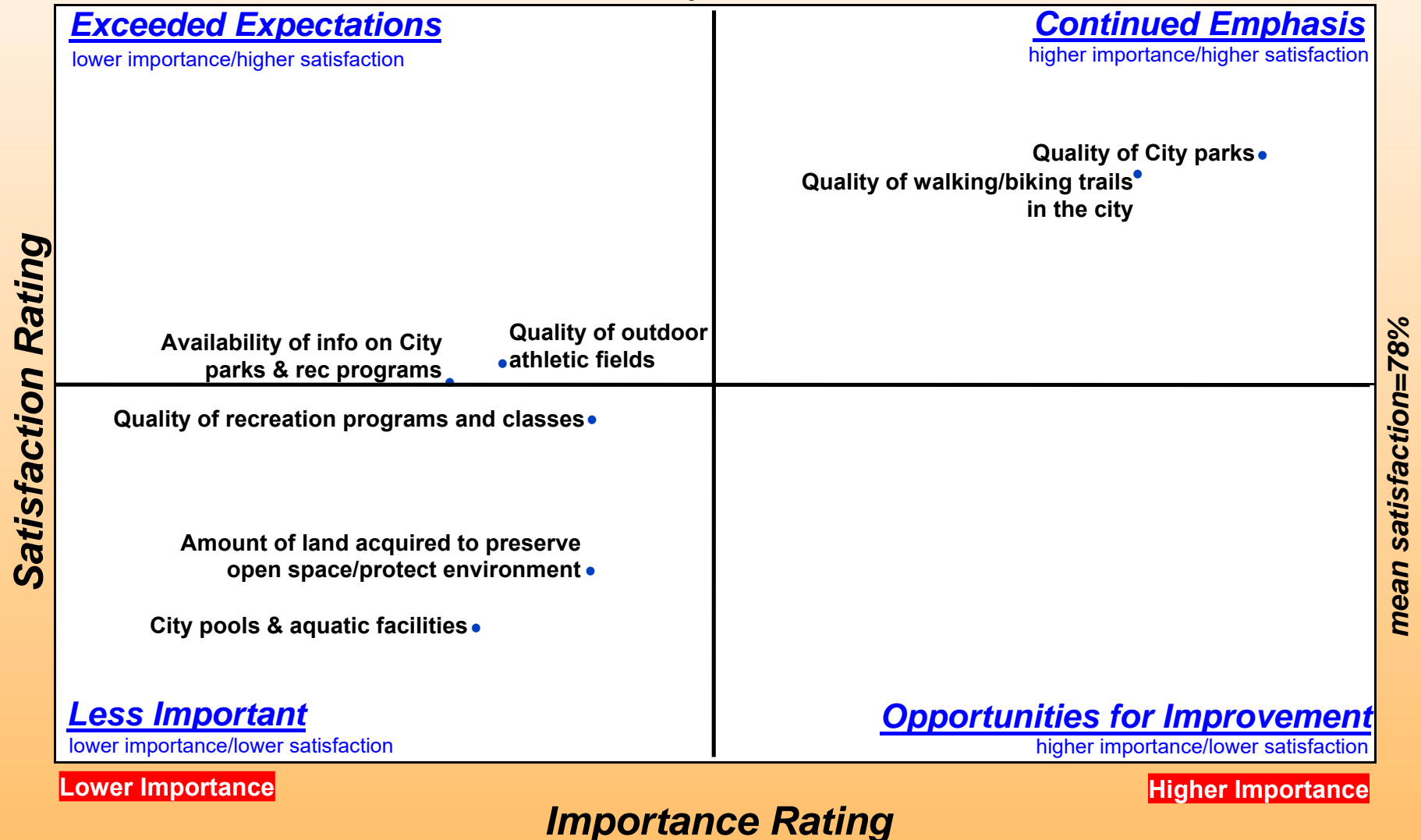
Source: ETC Institute (2018)

# 2018 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance=26%



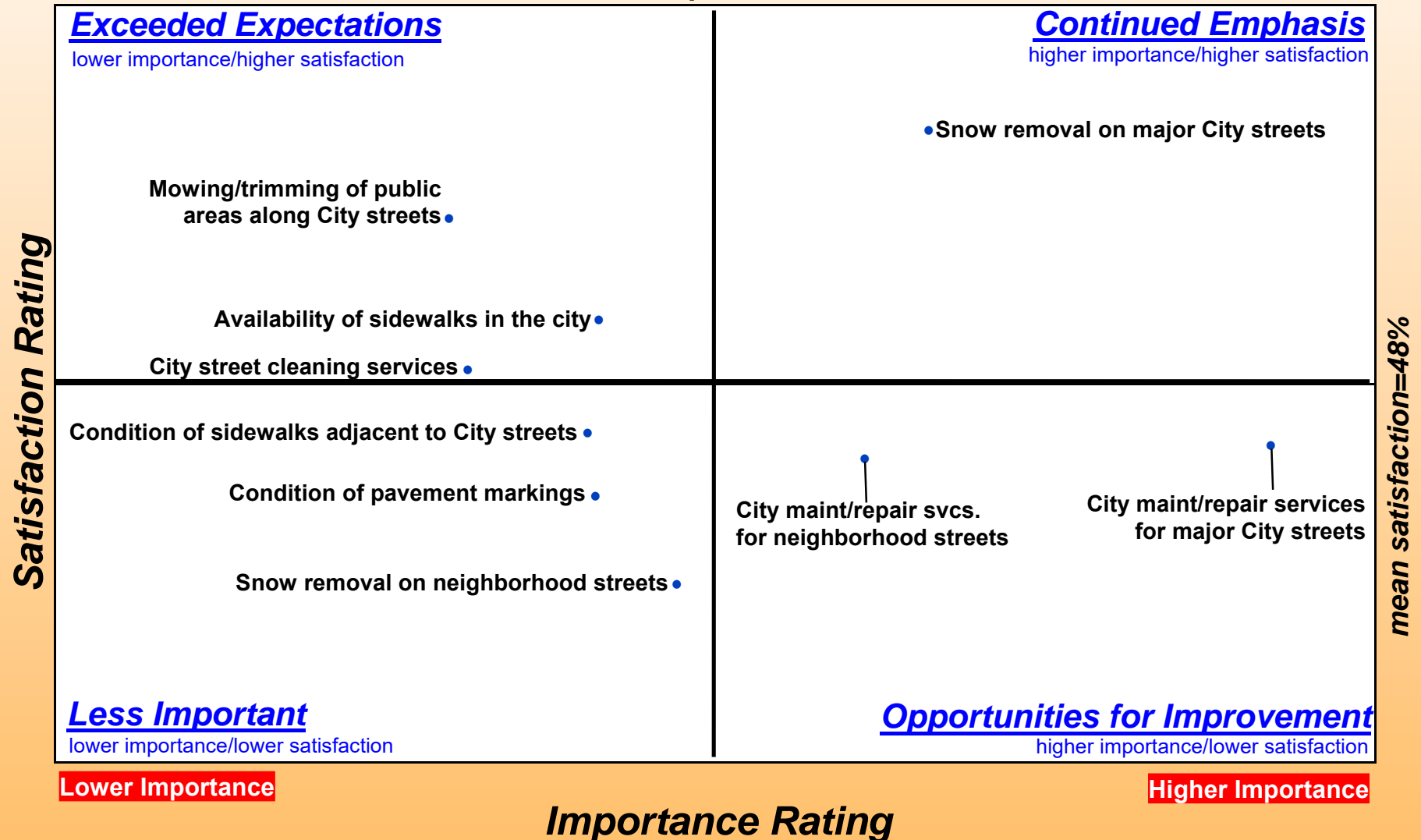
Source: ETC Institute (2018)

# 2018 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Streets and Sidewalks-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance=30%



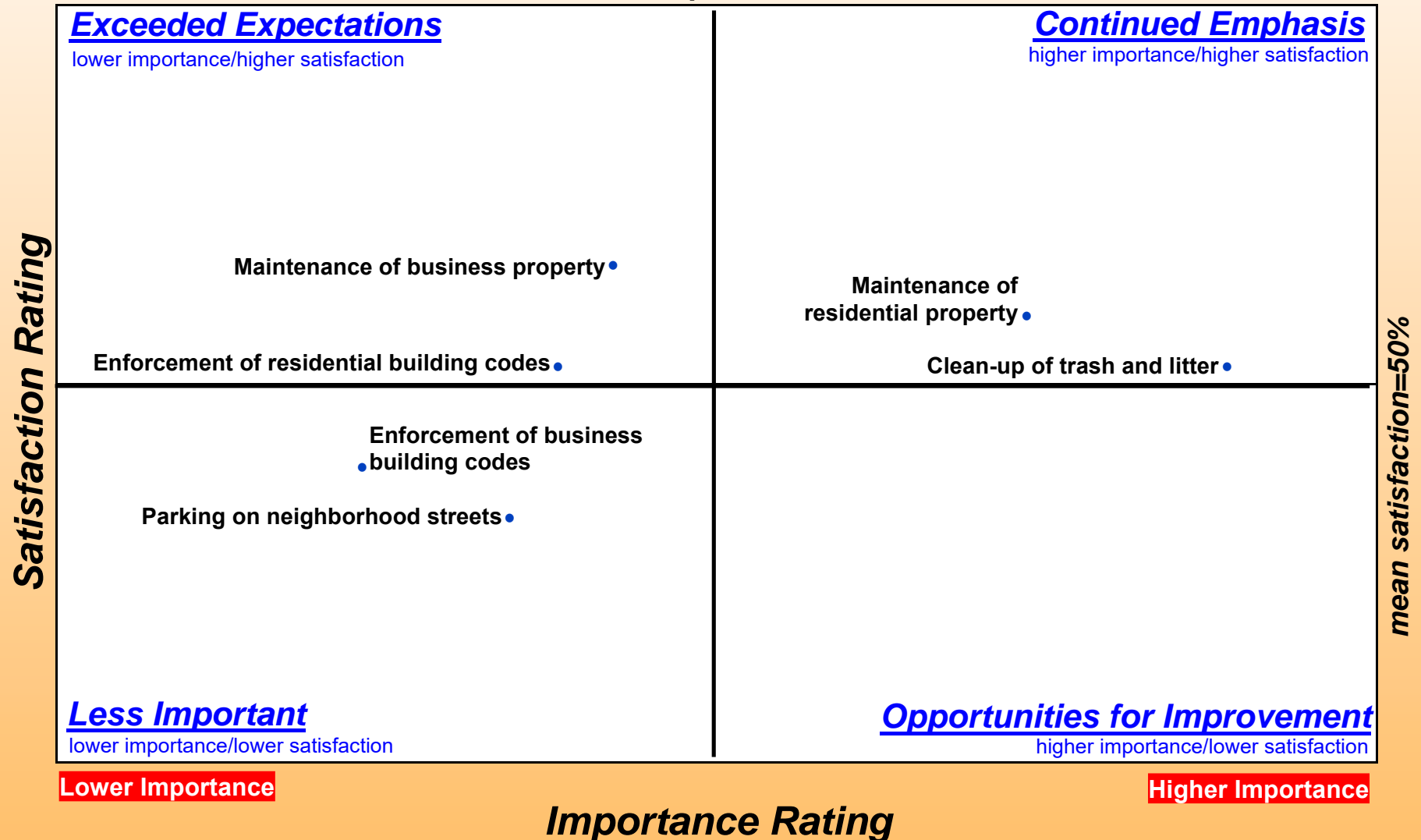
Source: ETC Institute (2018)

# 2018 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance=42%



Source: ETC Institute (2018)

## **Section 4:**

# **Tabular Data**

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**Q1. Perceptions of the City. Please rate your satisfaction with each of the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Public safety services provided by City (e.g. police & fire services)	18.3%	45.9%	17.4%	12.1%	3.0%	3.3%
Q1-2. Parks & recreation programs & facilities provided by City	43.6%	40.6%	10.7%	2.6%	0.2%	2.3%
Q1-3. Condition of City streets (e.g. smoothness, absence of cracks/potholes)	3.9%	21.8%	30.3%	32.2%	11.2%	0.6%
Q1-4. Enforcement of City codes & ordinances	7.0%	27.5%	40.6%	10.5%	3.3%	11.1%
Q1-5. Quality of customer service you receive from City employees	19.6%	44.3%	21.6%	5.3%	1.7%	7.5%
Q1-6. Effectiveness of City communication with the public	12.1%	39.6%	30.1%	10.7%	2.4%	5.0%
Q1-7. City's stormwater runoff/stormwater management system	10.5%	39.5%	27.9%	9.0%	2.8%	10.2%
Q1-8. Public health services provided by City	16.0%	37.7%	24.0%	2.4%	1.0%	18.8%
Q1-9. Solid waste services (e.g. trash, recycling)	29.0%	46.7%	11.6%	7.5%	3.9%	1.3%
Q1-10. City water, electric, & sewer services	25.6%	50.6%	15.4%	5.5%	1.6%	1.3%
Q1-11. Public transit services (bus)	4.7%	14.2%	29.8%	7.3%	6.7%	37.3%

**WITHOUT "DON'T KNOW"**

**Q1. Perceptions of the City. Please rate your satisfaction with each of the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Public safety services provided by City (e.g. police & fire services)	18.9%	47.5%	18.0%	12.5%	3.1%
Q1-2. Parks & recreation programs & facilities provided by City	44.6%	41.6%	11.0%	2.6%	0.2%
Q1-3. Condition of City streets (e.g. smoothness, absence of cracks/potholes)	4.0%	21.9%	30.5%	32.4%	11.2%
Q1-4. Enforcement of City codes & ordinances	7.9%	30.9%	45.6%	11.8%	3.7%
Q1-5. Quality of customer service you receive from City employees	21.1%	47.9%	23.3%	5.7%	1.8%
Q1-6. Effectiveness of City communication with the public	12.8%	41.7%	31.7%	11.3%	2.6%
Q1-7. City's stormwater runoff/stormwater management system	11.7%	44.0%	31.1%	10.1%	3.1%
Q1-8. Public health services provided by City	19.8%	46.5%	29.6%	3.0%	1.2%
Q1-9. Solid waste services (e.g. trash, recycling)	29.4%	47.3%	11.7%	7.6%	4.0%
Q1-10. City water, electric, & sewer services	25.9%	51.2%	15.6%	5.6%	1.6%
Q1-11. Public transit services (bus)	7.5%	22.7%	47.5%	11.7%	10.7%

**Q2. Which FOUR of the major City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police & fire services)	633	67.3 %
Parks & recreation programs & facilities provided by City	13	1.4 %
Condition of City streets (e.g. smoothness, absence of cracks/potholes)	64	6.8 %
Quality of customer service you receive from City employees	7	0.7 %
Effectiveness of City communication with the public	5	0.5 %
City's stormwater runoff/stormwater management system	3	0.3 %
Public health services provided by City	29	3.1 %
Solid waste services (e.g. trash, recycling)	30	3.2 %
City water, electric, & sewer services	81	8.6 %
Public transit services (bus)	32	3.4 %
None chosen	44	4.7 %
Total	941	100.0 %

**Q2. Which FOUR of the major City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police & fire services)	91	9.7 %
Parks & recreation programs & facilities provided by City	69	7.3 %
Condition of City streets (e.g. smoothness, absence of cracks/potholes)	256	27.2 %
Enforcement of City codes & ordinances	33	3.5 %
Quality of customer service you receive from City employees	11	1.2 %
Effectiveness of City communication with the public	19	2.0 %
City's stormwater runoff/stormwater management system	30	3.2 %
Public health services provided by City	73	7.8 %
Solid waste services (e.g. trash, recycling)	84	8.9 %
City water, electric, & sewer services	187	19.9 %
Public transit services (bus)	23	2.4 %
None chosen	65	6.9 %
Total	941	100.0 %

**Q2. Which FOUR of the major City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police & fire services)	39	4.1 %
Parks & recreation programs & facilities provided by City	69	7.3 %
Condition of City streets (e.g. smoothness, absence of cracks/potholes)	150	15.9 %
Enforcement of City codes & ordinances	61	6.5 %
Quality of customer service you receive from City employees	21	2.2 %
Effectiveness of City communication with the public	39	4.1 %
City's stormwater runoff/stormwater management system	59	6.3 %
Public health services provided by City	63	6.7 %
Solid waste services (e.g. trash, recycling)	191	20.3 %
City water, electric, & sewer services	142	15.1 %
Public transit services (bus)	35	3.7 %
None chosen	72	7.7 %
Total	941	100.0 %

**Q2. Which FOUR of the major City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police & fire services)	41	4.4 %
Parks & recreation programs & facilities provided by City	98	10.4 %
Condition of City streets (e.g. smoothness, absence of cracks/potholes)	119	12.6 %
Enforcement of City codes & ordinances	71	7.5 %
Quality of customer service you receive from City employees	39	4.1 %
Effectiveness of City communication with the public	52	5.5 %
City's stormwater runoff/stormwater management system	44	4.7 %
Public health services provided by City	74	7.9 %
Solid waste services (e.g. trash, recycling)	119	12.6 %
City water, electric, & sewer services	142	15.1 %
Public transit services (bus)	51	5.4 %
None chosen	91	9.7 %
Total	941	100.0 %

**SUM OF TOP 4 CHOICES****Q2. Which FOUR of the major City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 4)**

<u>Q2. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police & fire services)	804	85.4 %
Parks & recreation programs & facilities provided by City	249	26.5 %
Condition of City streets (e.g. smoothness, absence of cracks/potholes)	589	62.6 %
Enforcement of City codes & ordinances	165	17.5 %
Quality of customer service you receive from City employees	78	8.3 %
Effectiveness of City communication with the public	115	12.2 %
City's stormwater runoff/stormwater management system	136	14.5 %
Public health services provided by City	239	25.4 %
Solid waste services (e.g. trash, recycling)	424	45.1 %
City water, electric, & sewer services	552	58.7 %
Public transit services (bus)	141	15.0 %
None chosen	44	4.7 %
Total	3536	

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Columbia using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Columbia	14.5%	58.4%	19.0%	5.2%	1.0%	1.9%
Q3-2. Overall value that you receive for your City tax & fees	9.7%	40.8%	25.1%	16.3%	5.6%	2.6%
Q3-3. Overall quality of life in City	25.8%	52.7%	14.3%	4.9%	1.3%	1.0%
Q3-4. Overall feeling of safety in City	10.6%	41.8%	20.8%	19.2%	6.6%	1.0%
Q3-5. Local economic conditions	13.7%	51.2%	23.5%	7.3%	1.7%	2.6%
Q3-6. City efforts to meet its financial needs & maintain a balanced budget	6.6%	31.3%	32.3%	11.6%	5.7%	12.4%

**WITHOUT "DON'T KNOW"**

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Columbia using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Columbia	14.7%	59.6%	19.4%	5.3%	1.0%
Q3-2. Overall value that you receive for your City tax & fees	9.9%	41.9%	25.7%	16.7%	5.8%
Q3-3. Overall quality of life in City	26.1%	53.2%	14.5%	4.9%	1.3%
Q3-4. Overall feeling of safety in City	10.7%	42.2%	21.0%	19.4%	6.7%
Q3-5. Local economic conditions	14.1%	52.6%	24.1%	7.5%	1.7%
Q3-6. City efforts to meet its financial needs & maintain a balanced budget	7.5%	35.8%	36.9%	13.2%	6.6%

**Q4. Public Safety. Please rate your feeling of safety in the following situations in the city using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe."**

(N=941)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. Walking in your neighborhood during the day	56.6%	34.8%	5.2%	1.9%	0.7%	0.7%
Q4-2. Walking in your neighborhood at night	21.0%	40.2%	17.1%	14.5%	5.4%	1.8%
Q4-3. In downtown Columbia during the day	36.8%	45.1%	11.5%	4.5%	1.0%	1.3%
Q4-4. In downtown Columbia at night	6.4%	22.1%	23.3%	29.6%	14.3%	4.3%
Q4-5. In City parks	12.4%	43.0%	24.9%	11.9%	4.8%	3.0%

**WITHOUT "DON'T KNOW"**

**Q4. Public Safety. Please rate your feeling of safety in the following situations in the city using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe." (without "don't know")**

(N=941)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. Walking in your neighborhood during the day	57.1%	35.0%	5.2%	1.9%	0.7%
Q4-2. Walking in your neighborhood at night	21.4%	40.9%	17.4%	14.7%	5.5%
Q4-3. In downtown Columbia during the day	37.2%	45.6%	11.6%	4.5%	1.0%
Q4-4. In downtown Columbia at night	6.7%	23.1%	24.3%	31.0%	15.0%
Q4-5. In City parks	12.8%	44.4%	25.6%	12.3%	4.9%

**Q5. Please indicate how likely you think it is that the following will happen to you in the City of Columbia using a scale of 1 to 5, where 5 means "very likely" and 1 means "very unlikely."**

(N=941)

	Very likely	Likely	Neutral	Unlikely	Very unlikely	Don't know
Q5-1. You will hear gun shots	16.5%	27.3%	15.5%	26.7%	12.5%	1.5%
Q5-2. You will be a victim of property crime	8.2%	29.2%	27.8%	26.0%	6.4%	2.3%
Q5-3. You will be a victim of violent crime	2.0%	8.1%	27.7%	38.6%	20.9%	2.7%
Q5-4. You will be a victim of a fire	1.1%	2.7%	26.8%	43.4%	21.5%	4.7%

**WITHOUT "DON'T KNOW"**

**Q5. Please indicate how likely you think it is that the following will happen to you in the City of Columbia using a scale of 1 to 5, where 5 means "very likely" and 1 means "very unlikely." (without "don't know")**

(N=941)

	Very likely	Likely	Neutral	Unlikely	Very unlikely
Q5-1. You will hear gun shots	16.7%	27.7%	15.7%	27.1%	12.7%
Q5-2. You will be a victim of property crime	8.4%	29.9%	28.5%	26.7%	6.5%
Q5-3. You will be a victim of violent crime	2.1%	8.3%	28.5%	39.6%	21.5%
Q5-4. You will be a victim of a fire	1.1%	2.8%	28.1%	45.5%	22.5%



**Q6. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Police efforts to prevent crime	8.4%	41.0%	22.8%	16.2%	5.3%	6.3%
Q6-2. How quickly police respond to emergencies	10.0%	32.6%	24.0%	11.5%	5.3%	16.6%
Q6-3. Overall quality of local police services	9.9%	39.6%	24.8%	14.1%	4.7%	6.9%
Q6-4. How quickly fire personnel respond to emergencies	25.2%	40.4%	12.9%	1.3%	0.5%	19.8%
Q6-5. Overall quality of City fire protection	24.0%	48.7%	13.1%	1.1%	0.5%	12.6%
Q6-6. City's municipal court	5.6%	22.2%	29.9%	3.4%	1.8%	37.1%

**WITHOUT "DON'T KNOW"**

**Q6. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Police efforts to prevent crime	9.0%	43.8%	24.4%	17.2%	5.7%
Q6-2. How quickly police respond to emergencies	12.0%	39.1%	28.8%	13.8%	6.4%
Q6-3. Overall quality of local police services	10.6%	42.6%	26.6%	15.2%	5.0%
Q6-4. How quickly fire personnel respond to emergencies	31.4%	50.3%	16.0%	1.6%	0.7%
Q6-5. Overall quality of City fire protection	27.5%	55.7%	15.0%	1.2%	0.6%
Q6-6. City's municipal court	9.0%	35.3%	47.5%	5.4%	2.9%

**Q7. Which THREE of the public safety services listed in Question 6 do you think are the MOST IMPORTANT services for the City to provide?**

Q7. Top choice	Number	Percent
Police efforts to prevent crime	385	40.9 %
How quickly police respond to emergencies	272	28.9 %
Overall quality of local police services	117	12.4 %
How quickly fire personnel respond to emergencies	78	8.3 %
Overall quality of City fire protection	26	2.8 %
City's municipal court	12	1.3 %
None chosen	51	5.4 %
Total	941	100.0 %

**Q7. Which THREE of the public safety services listed in Question 6 do you think are the MOST IMPORTANT services for the City to provide?**

Q7. 2nd choice	Number	Percent
Police efforts to prevent crime	102	10.8 %
How quickly police respond to emergencies	258	27.4 %
Overall quality of local police services	113	12.0 %
How quickly fire personnel respond to emergencies	271	28.8 %
Overall quality of City fire protection	119	12.6 %
City's municipal court	14	1.5 %
None chosen	64	6.8 %
Total	941	100.0 %

**Q7. Which THREE of the public safety services listed in Question 6 do you think are the MOST IMPORTANT services for the City to provide?**

Q7. 3rd choice	Number	Percent
Police efforts to prevent crime	165	17.5 %
How quickly police respond to emergencies	131	13.9 %
Overall quality of local police services	166	17.6 %
How quickly fire personnel respond to emergencies	196	20.8 %
Overall quality of City fire protection	109	11.6 %
City's municipal court	92	9.8 %
None chosen	82	8.7 %
Total	941	100.0 %

**SUM OF TOP 3 CHOICES****Q7. Which THREE of the public safety services listed in Question 6 do you think are the MOST IMPORTANT services for the City to provide? (top 3)**

<u>Q7. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	652	69.3 %
How quickly police respond to emergencies	661	70.2 %
Overall quality of local police services	396	42.1 %
How quickly fire personnel respond to emergencies	545	57.9 %
Overall quality of City fire protection	254	27.0 %
City's municipal court	118	12.5 %
None chosen	51	5.4 %

**Q8. Have you been stopped by a Columbia Police Department (CPD) officer within the last 12 months?**

<u>Q8. Have you been stopped by a Columbia Police Department (CPD) officer within last 12 months</u>	<u>Number</u>	<u>Percent</u>
Yes	75	8.0 %
No	850	90.3 %
Not provided	16	1.7 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q8. Have you been stopped by a Columbia Police Department (CPD) officer within the last 12 months? (without "not provided")**

<u>Q8. Have you been stopped by a Columbia Police Department (CPD) officer within last 12 months</u>	<u>Number</u>	<u>Percent</u>
Yes	75	8.1 %
No	850	91.9 %
Total	925	100.0 %

**Q8a. How many times within the last 12 months have you been stopped by a CPD officer?**

<u>Q8a. How many times within last 12 months have you been stopped by a CPD officer</u>	<u>Number</u>	<u>Percent</u>
Once	66	88.0 %
2-5 times	9	12.0 %
Total	75	100.0 %

**Q8b. Do you feel you were stopped for a legitimate reason?**

Q8b. Do you feel you were stopped for a legitimate reason	Number	Percent
Yes	62	82.7 %
No	12	16.0 %
Not provided	1	1.3 %
Total	75	100.0 %

**WITHOUT "NOT PROVIDED"****Q8b. Do you feel you were stopped for a legitimate reason? (without "not provided")**

Q8b. Do you feel you were stopped for a legitimate reason	Number	Percent
Yes	62	83.8 %
No	12	16.2 %
Total	74	100.0 %

**Q9. Perceptions of Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Quality of City parks	41.8%	45.3%	7.2%	1.3%	0.6%	3.8%
Q9-2. Quality of walking/biking trails in City	47.2%	36.6%	8.2%	1.3%	0.6%	6.2%
Q9-3. Quality of outdoor athletic fields	27.4%	35.7%	14.7%	1.5%	0.5%	20.2%
Q9-4. Quality of recreation programs & classes	25.7%	35.4%	16.5%	1.9%	0.5%	20.0%
Q9-5. Availability of information about City parks & recreation programs	29.9%	42.5%	15.4%	3.9%	1.2%	7.1%
Q9-6. City pools & aquatic facilities	18.7%	29.8%	19.7%	4.7%	1.0%	26.2%
Q9-7. Amount of land acquired to preserve open space/protect environment	22.1%	35.8%	18.5%	5.2%	3.0%	15.4%

**WITHOUT "DON'T KNOW"**

**Q9. Perceptions of Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Quality of City parks	43.4%	47.1%	7.5%	1.3%	0.7%
Q9-2. Quality of walking/biking trails in City	50.3%	39.0%	8.7%	1.4%	0.7%
Q9-3. Quality of outdoor athletic fields	34.4%	44.7%	18.4%	1.9%	0.7%
Q9-4. Quality of recreation programs & classes	32.1%	44.2%	20.6%	2.4%	0.7%
Q9-5. Availability of information about City parks & recreation programs	32.2%	45.8%	16.6%	4.2%	1.3%
Q9-6. City pools & aquatic facilities	25.4%	40.3%	26.7%	6.3%	1.3%
Q9-7. Amount of land acquired to preserve open space/protect environment	26.1%	42.3%	21.9%	6.2%	3.5%

**Q10. Which TWO of the Parks and Recreation services listed in Question 9 do you think are the MOST IMPORTANT services for the City to provide?**

Q10. Top choice	Number	Percent
Quality of City parks	409	43.5 %
Quality of walking/biking trails in City	249	26.5 %
Quality of outdoor athletic fields	28	3.0 %
Quality of recreation programs & classes	54	5.7 %
Availability of information about City parks & recreation programs	22	2.3 %
City pools & aquatic facilities	16	1.7 %
Amount of land acquired to preserve open space/protect environment	73	7.8 %
None chosen	90	9.6 %
Total	941	100.0 %

**Q10. Which TWO of the Parks and Recreation services listed in Question 9 do you think are the MOST IMPORTANT services for the City to provide?**

Q10. 2nd choice	Number	Percent
Quality of City parks	182	19.3 %
Quality of walking/biking trails in City	262	27.8 %
Quality of outdoor athletic fields	75	8.0 %
Quality of recreation programs & classes	107	11.4 %
Availability of information about City parks & recreation programs	48	5.1 %
City pools & aquatic facilities	71	7.5 %
Amount of land acquired to preserve open space/protect environment	87	9.2 %
None chosen	109	11.6 %
Total	941	100.0 %

**SUM OF TOP 2 CHOICES****Q10. Which TWO of the Parks and Recreation services listed in Question 9 do you think are the MOST IMPORTANT services for the City to provide? (top 2)**

Q10. Sum of top 2 choices	Number	Percent
Quality of City parks	591	62.8 %
Quality of walking/biking trails in City	511	54.3 %
Quality of outdoor athletic fields	103	10.9 %
Quality of recreation programs & classes	161	17.1 %
Availability of information about City parks & recreation programs	70	7.4 %
City pools & aquatic facilities	87	9.2 %
Amount of land acquired to preserve open space/protect environment	160	17.0 %
None chosen	90	9.6 %
Total	1773	

**Q11. Streets and Sidewalks. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. City maintenance & repair services for major City streets	5.4%	36.6%	22.5%	25.7%	8.4%	1.4%
Q11-2. City maintenance & repair services for streets in your neighborhood	7.4%	33.5%	25.0%	22.1%	10.3%	1.7%
Q11-3. Snow removal on major City streets	12.2%	53.6%	18.0%	9.0%	4.5%	2.8%
Q11-4. Snow removal on neighborhood streets	5.1%	26.4%	22.5%	25.7%	17.1%	3.2%
Q11-5. City street cleaning services	8.3%	35.8%	33.3%	8.2%	5.2%	9.2%
Q11-6. Condition of sidewalks adjacent to City streets	6.1%	36.9%	32.3%	16.7%	4.3%	3.8%
Q11-7. Availability of sidewalks in City	8.4%	42.7%	25.3%	14.8%	5.0%	3.8%
Q11-8. Condition of pavement markings	6.4%	30.4%	28.5%	21.3%	8.7%	4.8%
Q11-9. Mowing/trimming of public areas along City streets	11.1%	47.0%	25.8%	8.4%	3.8%	3.9%



**WITHOUT "DON'T KNOW"**

**Q11. Streets and Sidewalks. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. City maintenance & repair services for major City streets	5.5%	37.1%	22.8%	26.1%	8.5%
Q11-2. City maintenance & repair services for streets in your neighborhood	7.6%	34.1%	25.4%	22.5%	10.5%
Q11-3. Snow removal on major City streets	12.6%	55.1%	18.5%	9.3%	4.6%
Q11-4. Snow removal on neighborhood streets	5.3%	27.2%	23.3%	26.6%	17.7%
Q11-5. City street cleaning services	9.1%	39.5%	36.7%	9.0%	5.7%
Q11-6. Condition of sidewalks adjacent to City streets	6.3%	38.3%	33.6%	17.3%	4.4%
Q11-7. Availability of sidewalks in City	8.7%	44.4%	26.3%	15.4%	5.2%
Q11-8. Condition of pavement markings	6.7%	31.9%	29.9%	22.3%	9.2%
Q11-9. Mowing/trimming of public areas along City streets	11.5%	48.9%	26.9%	8.7%	4.0%

**Q12. Which THREE of the street and sidewalk services listed in Question 11 do you think are the MOST IMPORTANT services for the City to provide?**

Q12. Top choice	Number	Percent
City maintenance & repair services for major City streets	636	67.6 %
City maintenance & repair services for streets in your neighborhood	55	5.8 %
Snow removal on major City streets	46	4.9 %
Snow removal on neighborhood streets	39	4.1 %
City street cleaning services	4	0.4 %
Condition of sidewalks adjacent to City streets	15	1.6 %
Availability of sidewalks in City	32	3.4 %
Condition of pavement markings	23	2.4 %
Mowing/trimming of public areas along City streets	3	0.3 %
None chosen	88	9.4 %
Total	941	100.0 %

**Q12. Which THREE of the street and sidewalk services listed in Question 11 do you think are the MOST IMPORTANT services for the City to provide?**

Q12. 2nd choice	Number	Percent
City maintenance & repair services for major City streets	58	6.2 %
City maintenance & repair services for streets in your neighborhood	275	29.2 %
Snow removal on major City streets	238	25.3 %
Snow removal on neighborhood streets	86	9.1 %
City street cleaning services	18	1.9 %
Condition of sidewalks adjacent to City streets	56	6.0 %
Availability of sidewalks in City	52	5.5 %
Condition of pavement markings	52	5.5 %
Mowing/trimming of public areas along City streets	7	0.7 %
None chosen	99	10.5 %
Total	941	100.0 %

**Q12. Which THREE of the street and sidewalk services listed in Question 11 do you think are the MOST IMPORTANT services for the City to provide?**

Q12. 3rd choice	Number	Percent
City maintenance & repair services for major City streets	60	6.4 %
City maintenance & repair services for streets in your neighborhood	78	8.3 %
Snow removal on major City streets	178	18.9 %
Snow removal on neighborhood streets	122	13.0 %
City street cleaning services	46	4.9 %
Condition of sidewalks adjacent to City streets	99	10.5 %
Availability of sidewalks in City	96	10.2 %
Condition of pavement markings	103	10.9 %
Mowing/trimming of public areas along City streets	42	4.5 %
None chosen	117	12.4 %
Total	941	100.0 %

**SUM OF TOP 3 CHOICES**

**Q12. Which THREE of the street and sidewalk services listed in Question 11 do you think are the MOST IMPORTANT services for the City to provide? (top 3)**

Q12. Sum of top 3 choices	Number	Percent
City maintenance & repair services for major City streets	754	80.1 %
City maintenance & repair services for streets in your neighborhood	408	43.4 %
Snow removal on major City streets	462	49.1 %
Snow removal on neighborhood streets	247	26.2 %
City street cleaning services	68	7.2 %
Condition of sidewalks adjacent to City streets	170	18.1 %
Availability of sidewalks in City	180	19.1 %
Condition of pavement markings	178	18.9 %
Mowing/trimming of public areas along City streets	52	5.5 %
None chosen	88	9.4 %
Total	2607	

**Q13. Code Enforcement and Neighborhood Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Maintenance of residential property	8.6%	36.1%	28.2%	10.2%	1.2%	15.7%
Q13-2. Residential building codes	7.2%	30.8%	27.8%	6.8%	1.7%	25.6%
Q13-3. Maintenance of business property	6.3%	35.7%	28.1%	6.1%	0.3%	23.6%
Q13-4. Business building codes	6.4%	24.8%	28.8%	6.3%	0.9%	32.9%
Q13-5. Parking on neighborhood streets	6.1%	33.5%	29.2%	15.1%	4.0%	12.1%
Q13-6. Clean-up of trash & litter	9.1%	37.1%	24.5%	15.8%	4.5%	8.9%

**WITHOUT "DON'T KNOW"**

**Q13. Code Enforcement and Neighborhood Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Maintenance of residential property	10.2%	42.9%	33.4%	12.1%	1.4%
Q13-2. Residential building codes	9.7%	41.4%	37.4%	9.1%	2.3%
Q13-3. Maintenance of business property	8.2%	46.7%	36.7%	7.9%	0.4%
Q13-4. Business building codes	9.5%	36.9%	42.9%	9.4%	1.3%
Q13-5. Parking on neighborhood streets	6.9%	38.1%	33.3%	17.2%	4.6%
Q13-6. Clean-up of trash & litter	10.0%	40.7%	27.0%	17.4%	4.9%

**Q14. Which THREE of the code enforcement items listed in Question 13 do you think are the MOST IMPORTANT services for the City to provide?**

Q14. Top choice	Number	Percent
Maintenance of residential property	289	30.7 %
Residential building codes	97	10.3 %
Maintenance of business property	61	6.5 %
Business building codes	62	6.6 %
Parking on neighborhood streets	58	6.2 %
Clean-up of trash & litter	237	25.2 %
None chosen	137	14.6 %
Total	941	100.0 %

**Q14. Which THREE of the code enforcement items listed in Question 13 do you think are the MOST IMPORTANT services for the City to provide?**

Q14. 2nd choice	Number	Percent
Maintenance of residential property	113	12.0 %
Residential building codes	145	15.4 %
Maintenance of business property	168	17.9 %
Business building codes	107	11.4 %
Parking on neighborhood streets	137	14.6 %
Clean-up of trash & litter	112	11.9 %
None chosen	159	16.9 %
Total	941	100.0 %

**Q14. Which THREE of the code enforcement items listed in Question 13 do you think are the MOST IMPORTANT services for the City to provide?**

Q14. 3rd choice	Number	Percent
Maintenance of residential property	122	13.0 %
Residential building codes	82	8.7 %
Maintenance of business property	118	12.5 %
Business building codes	71	7.5 %
Parking on neighborhood streets	107	11.4 %
Clean-up of trash & litter	261	27.7 %
None chosen	180	19.1 %
Total	941	100.0 %

**SUM OF TOP 3 CHOICES****Q14. Which THREE of the code enforcement items listed in Question 13 do you think are the MOST IMPORTANT services for the City to provide? (top 3)**

<u>Q14. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property	524	55.7 %
Residential building codes	324	34.4 %
Maintenance of business property	347	36.9 %
Business building codes	240	25.5 %
Parking on neighborhood streets	302	32.1 %
Clean-up of trash & litter	610	64.8 %
None chosen	137	14.6 %
Total	2484	

**Q15. City Government. Please rate your level of agreement with the following statements about Columbia's City government using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree."**

(N=941)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q15-1. Columbia City government is democratic & representative	7.9%	33.0%	25.4%	14.0%	4.4%	15.3%
Q15-2. Columbia City government is transparent	4.4%	22.3%	31.0%	21.3%	5.7%	15.3%
Q15-3. Columbia City government is efficient	4.0%	22.3%	31.8%	19.1%	8.0%	14.8%
Q15-4. Columbia City government is innovative	4.6%	22.3%	36.1%	15.9%	5.1%	15.9%
Q15-5. Columbia City government values diversity	10.5%	31.8%	29.3%	8.2%	3.9%	16.3%
Q15-6. Columbia City employees are ethical & honest	7.5%	32.2%	31.0%	6.1%	3.2%	20.0%
Q15-7. Columbia government leaders listen to what citizens have to say	5.3%	23.2%	29.0%	17.9%	8.7%	15.9%

**WITHOUT "DON'T KNOW"**

**Q15. City Government. Please rate your level of agreement with the following statements about Columbia's City government using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree." (without "don't know")**

(N=941)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q15-1. Columbia City government is democratic & representative	9.3%	39.0%	30.0%	16.6%	5.1%
Q15-2. Columbia City government is transparent	5.1%	26.3%	36.6%	25.1%	6.8%
Q15-3. Columbia City government is efficient	4.7%	26.2%	37.3%	22.4%	9.4%
Q15-4. Columbia City government is innovative	5.4%	26.5%	43.0%	19.0%	6.1%
Q15-5. Columbia City government values diversity	12.6%	37.9%	35.0%	9.8%	4.7%
Q15-6. Columbia City employees are ethical & honest	9.4%	40.2%	38.8%	7.6%	4.0%
Q15-7. Columbia government leaders listen to what citizens have to say	6.3%	27.6%	34.5%	21.2%	10.4%



**Q16. Personal Well-Being. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree."**

(N=941)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q16-1. Columbia is a great place to live, work, learn & play	31.8%	50.5%	11.7%	2.9%	1.3%	1.9%
Q16-2. Columbia is a place where I can thrive	26.6%	45.8%	19.2%	4.6%	1.7%	2.1%
Q16-3. I earn a living wage that allows me to meet basic needs for housing, food, & utilities without assistance from others	31.5%	40.3%	12.5%	7.9%	2.3%	5.5%
Q16-4. I take advantage of water/light energy efficiency programs to manage my home energy use	13.9%	28.6%	26.4%	13.4%	6.9%	10.8%
Q16-5. Columbia has jobs for which I am qualified	23.8%	42.3%	16.4%	4.0%	1.6%	11.9%
Q16-6. Columbia has job opportunities that would allow me to advance myself in my field	19.1%	29.6%	25.0%	8.9%	3.2%	14.1%
Q16-7. Columbia offers opportunities to help people who want to start their own businesses	11.3%	28.1%	25.4%	4.1%	2.0%	29.1%
Q16-8. There are opportunities for women to go into business for themselves & be successful	14.1%	32.8%	20.8%	1.7%	1.1%	29.4%
Q16-9. There are opportunities for minorities to go into business for themselves & be successful	12.8%	27.6%	23.8%	2.6%	1.8%	31.5%

**WITHOUT "DON'T KNOW"**

**Q16. Personal Well-Being. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree." (without "don't know")**

(N=941)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. Columbia is a great place to live, work, learn & play	32.4%	51.5%	11.9%	2.9%	1.3%
Q16-2. Columbia is a place where I can thrive	27.1%	46.8%	19.7%	4.7%	1.7%
Q16-3. I earn a living wage that allows me to meet basic needs for housing, food, & utilities without assistance from others	33.3%	42.6%	13.3%	8.3%	2.5%
Q16-4. I take advantage of water/light energy efficiency programs to manage my home energy use	15.6%	32.1%	29.6%	15.0%	7.7%
Q16-5. Columbia has jobs for which I am qualified	27.0%	48.0%	18.6%	4.6%	1.8%
Q16-6. Columbia has job opportunities that would allow me to advance myself in my field	22.3%	34.5%	29.1%	10.4%	3.7%
Q16-7. Columbia offers opportunities to help people who want to start their own businesses	15.9%	39.6%	35.8%	5.8%	2.8%
Q16-8. There are opportunities for women to go into business for themselves & be successful	20.0%	46.5%	29.5%	2.4%	1.5%
Q16-9. There are opportunities for minorities to go into business for themselves & be successful	18.6%	40.3%	34.7%	3.7%	2.6%

**Q17. When you are sick/need advice about your health, where do you usually go?**

Q17. When you are sick/need advice about your health,

<u>where do you usually go</u>	<u>Number</u>	<u>Percent</u>
A doctor's office	753	80.0 %
An urgent care center	474	50.4 %
A hospital emergency room	170	18.1 %
No usual place	34	3.6 %
<u>Other</u>	58	6.2 %
Total	1489	

**Q17-5. Other**

<u>Q17-5. Other</u>	<u>Number</u>	<u>Percent</u>
Internet	17	29.3 %
VA Hospital	8	13.8 %
Quick Care	7	12.1 %
Family	2	3.4 %
Have to suffer, deductible is too high	1	1.7 %
Alternative medical provider	1	1.7 %
Energy Healer	1	1.7 %
Boone County Clinics	1	1.7 %
Acupuncture	1	1.7 %
CIGNA	1	1.7 %
Health Line	1	1.7 %
TELEMEDICINE	1	1.7 %
Friends	1	1.7 %
Web MD	1	1.7 %
Never sick	1	1.7 %
Coworkers	1	1.7 %
Call ER or MD office	1	1.7 %
MU Hospital	1	1.7 %
Telehealth	1	1.7 %
Family and friends	1	1.7 %
Tough it out	1	1.7 %
Family (Health Care)	1	1.7 %
PUBLIC HEALTH DEPARTMENT	1	1.7 %
CLINIC	1	1.7 %
CHIROPRACTOR	1	1.7 %
STUDENT HEALTH	1	1.7 %
LIBRARY	1	1.7 %
<u>Health Department</u>	1	1.7 %
Total	58	100.0 %

**Q18. Was there a time in the past 12 months when you needed medical care, but could not get it?**Q18. Was there a time in past 12 months when you  
needed medical care, but could not get it

	Number	Percent
Yes	59	6.3 %
No	863	91.7 %
Not provided	19	2.0 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q18. Was there a time in the past 12 months when you needed medical care, but could not get it?  
(without "not provided")**Q18. Was there a time in past 12 months when you  
needed medical care, but could not get it

	Number	Percent
Yes	59	6.4 %
No	863	93.6 %
Total	922	100.0 %

**Q18a. What was the main reason you could not get medical care?**Q18a. What was the main reason you could not get  
medical care

	Number	Percent
Cost/no insurance	34	57.6 %
Office wasn't open when I could get there	4	6.8 %
Too long a wait in the waiting room	2	3.4 %
No transportation	1	1.7 %
Distance from medical provider	1	1.7 %
Too long a wait for an appointment	14	23.7 %
Not provided	3	5.1 %
Total	59	100.0 %

**WITHOUT "NOT PROVIDED"****Q18a. What was the main reason you could not get medical care? (without "not provided")**Q18a. What was the main reason you could not get  
medical care

	Number	Percent
Cost/no insurance	34	60.7 %
Office wasn't open when I could get there	4	7.1 %
Too long a wait in the waiting room	2	3.6 %
No transportation	1	1.8 %
Distance from medical provider	1	1.8 %
Too long a wait for an appointment	14	25.0 %
Total	56	100.0 %

**Q19. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing, or utilities?**

Q19. Was there any time in past 12 months when you  
were not able to meet your basic needs

	Number	Percent
Yes	76	8.1 %
No	850	90.3 %
Not provided	15	1.6 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing, or utilities? (without "not provided")**

Q19. Was there any time in past 12 months when you  
were not able to meet your basic needs

	Number	Percent
Yes	76	8.2 %
No	850	91.8 %
Total	926	100.0 %

**Q20. During the past month, how many times on average did you engage in physical activities or exercise each week?**

Q20. During past month, how many times on average  
did you engage in physical activities or exercise each  
week

	Number	Percent
0 times	96	10.2 %
1 or 2 times	273	29.0 %
3+ times	552	58.7 %
Not provided	20	2.1 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. During the past month, how many times on average did you engage in physical activities or exercise each week? (without "not provided")**

Q20. During past month, how many times on average  
did you engage in physical activities or exercise each  
week

	Number	Percent
0 times	96	10.4 %
1 or 2 times	273	29.6 %
3+ times	552	59.9 %
Total	921	100.0 %

**Q21. During the past month, how many times per day (on average) did you eat fruit and/or vegetables?**

Q21. During past month, how many times per day did

you eat fruit and/or vegetables	Number	Percent
Four+ times/day	296	31.5 %
Less than four+ times/day	593	63.0 %
Never	13	1.4 %
Don't know	39	4.1 %
Total	941	100.0 %

**WITHOUT "DON'T KNOW"****Q21. During the past month, how many times per day (on average) did you eat fruit and/or vegetables? (without "don't know")**

Q21. During past month, how many times per day did

you eat fruit and/or vegetables	Number	Percent
Four+ times/day	296	32.8 %
Less than four+ times/day	593	65.7 %
Never	13	1.4 %
Total	902	100.0 %

**Q22. Which ONE of the following best describes your relationship with your neighbors?**

Q22. What best describes your relationship with your neighbors	Number	Percent
I have a close relationship with many of my neighbors	124	13.2 %
I have a close relationship with a few of my neighbors	261	27.7 %
I know several of my neighbors, but I am not very close with any of them	276	29.3 %
I know a few people in my neighborhood but I am not very close with any of them	214	22.7 %
I don't know anyone in my neighborhood	50	5.3 %
Not provided	16	1.7 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. Which ONE of the following best describes your relationship with your neighbors? (without "not provided")**

Q22. What best describes your relationship with your neighbors	Number	Percent
I have a close relationship with many of my neighbors	124	13.4 %
I have a close relationship with a few of my neighbors	261	28.2 %
I know several of my neighbors, but I am not very close with any of them	276	29.8 %
I know a few people in my neighborhood but I am not very close with any of them	214	23.1 %
I don't know anyone in my neighborhood	50	5.4 %
Total	925	100.0 %

**Q23. Which ONE of the following best describes how people in your neighborhood interact with one another?**

Q23. What best describes how people in your neighborhood interact with one another	Number	Percent
They often help one another & have many social activities together	131	13.9 %
They often help one another but do not have many social activities together	206	21.9 %
They occasionally help one another but generally keep to themselves	357	37.9 %
They almost always keep to themselves	184	19.6 %
Don't know	63	6.7 %
Total	941	100.0 %

**WITHOUT "DON'T KNOW"****Q23. Which ONE of the following best describes how people in your neighborhood interact with one another? (without "don't know")**

Q23. What best describes how people in your neighborhood interact with one another	Number	Percent
They often help one another & have many social activities together	131	14.9 %
They often help one another but do not have many social activities together	206	23.5 %
They occasionally help one another but generally keep to themselves	357	40.7 %
They almost always keep to themselves	184	21.0 %
Total	878	100.0 %



**Q24. Neighborhoods. Please indicate the extent to which you think each of the following is a problem in your neighborhood.**

(N=941)

	Major problem	Moderate problem	Minor problem	Not a problem	Don't know
Q24-1. Crime, drugs, or violence	7.4%	14.9%	28.2%	42.7%	6.8%
Q24-2. Unemployment	2.3%	6.3%	15.6%	55.2%	20.6%
Q24-3. Homelessness	3.8%	6.1%	8.5%	71.1%	10.5%
Q24-4. Public schools not providing quality education	4.3%	7.7%	8.7%	61.2%	18.2%
Q24-5. Lack of cultural activities	2.0%	7.0%	14.3%	55.5%	21.1%
Q24-6. Lack of recreational activities	2.2%	6.2%	11.4%	68.5%	11.7%
Q24-7. Lack of affordable, quality child care	6.5%	7.4%	10.5%	32.8%	42.7%
Q24-8. Abandoned or run-down buildings	1.9%	5.2%	10.3%	73.6%	8.9%
Q24-9. Unsupervised children or teenagers	4.3%	8.0%	21.7%	56.1%	10.0%
Q24-10. Speeding on neighborhood streets	13.3%	20.2%	31.6%	30.2%	4.8%
Q24-11. Lack of affordable housing	7.0%	10.4%	16.6%	49.2%	16.8%
Q24-12. Tension between racial/ethnic groups	3.6%	5.7%	10.9%	64.4%	15.3%
Q24-13. Lack of good places to shop for food or other items	2.2%	5.3%	13.3%	74.4%	4.8%
Q24-14. Roaming/loose animals	2.7%	4.6%	18.8%	68.9%	5.1%
Q24-15. Flooding	1.5%	3.7%	11.5%	76.4%	6.9%
Q24-16. Overgrown lots	1.1%	3.8%	14.1%	74.4%	6.6%
Q24-17. Graffiti	0.5%	1.5%	5.7%	85.0%	7.2%
Q24-18. Abandoned cars or vehicles	1.0%	1.8%	8.8%	81.0%	7.4%

**WITHOUT "DON'T KNOW"****Q24. Neighborhoods. Please indicate the extent to which you think each of the following is a problem in your neighborhood. (without "don't know")**

(N=941)

	Major problem	Moderate problem	Minor problem	Not a problem
Q24-1. Crime, drugs, or violence	8.0%	16.0%	30.2%	45.8%
Q24-2. Unemployment	2.9%	7.9%	19.7%	69.5%
Q24-3. Homelessness	4.3%	6.8%	9.5%	79.5%
Q24-4. Public schools not providing quality education	5.2%	9.4%	10.6%	74.8%
Q24-5. Lack of cultural activities	2.6%	8.9%	18.2%	70.4%
Q24-6. Lack of recreational activities	2.5%	7.0%	12.9%	77.6%
Q24-7. Lack of affordable, quality child care	11.3%	13.0%	18.4%	57.3%
Q24-8. Abandoned or run-down buildings	2.1%	5.7%	11.3%	80.9%
Q24-9. Unsupervised children or teenagers	4.7%	8.9%	24.1%	62.3%
Q24-10. Speeding on neighborhood streets	14.0%	21.2%	33.1%	31.7%
Q24-11. Lack of affordable housing	8.4%	12.5%	19.9%	59.1%
Q24-12. Tension between racial/ethnic groups	4.3%	6.8%	12.9%	76.0%
Q24-13. Lack of good places to shop for food or other items	2.3%	5.6%	14.0%	78.1%
Q24-14. Roaming/loose animals	2.8%	4.8%	19.8%	72.6%
Q24-15. Flooding	1.6%	4.0%	12.3%	82.1%
Q24-16. Overgrown lots	1.1%	4.1%	15.1%	79.6%
Q24-17. Graffiti	0.6%	1.6%	6.2%	91.6%
Q24-18. Abandoned cars or vehicles	1.0%	2.0%	9.5%	87.5%

**Q25. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q25-1. Condition of housing	21.5%	51.6%	15.9%	4.5%	1.0%	5.5%
Q25-2. Condition of streets (smoothness, absence of cracks/potholes)	7.9%	30.3%	22.2%	28.5%	8.3%	2.9%
Q25-3. Availability of sidewalks	13.7%	41.8%	21.3%	15.3%	4.6%	3.4%
Q25-4. Neighborhood parks	21.9%	48.5%	18.3%	3.4%	2.2%	5.7%
Q25-5. Overall appearance of your neighborhood	25.0%	54.8%	11.8%	4.5%	1.2%	2.8%
Q25-6. Overall quality of City services in your neighborhood	17.2%	48.2%	19.4%	8.1%	2.2%	4.8%

**WITHOUT "DON'T KNOW"**

**Q25. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=941)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Condition of housing	22.7%	54.7%	16.9%	4.7%	1.0%
Q25-2. Condition of streets (smoothness, absence of cracks/potholes)	8.1%	31.2%	22.9%	29.3%	8.5%
Q25-3. Availability of sidewalks	14.2%	43.2%	22.0%	15.8%	4.7%
Q25-4. Neighborhood parks	23.2%	51.4%	19.4%	3.6%	2.4%
Q25-5. Overall appearance of your neighborhood	25.7%	56.4%	12.1%	4.6%	1.2%
Q25-6. Overall quality of City services in your neighborhood	18.1%	50.7%	20.4%	8.5%	2.3%

**Q26. How would you like to receive information from the City?**

Q26. How would you like to receive information from

<u>City</u>	<u>Number</u>	<u>Percent</u>
City newsletter that comes with utility bill	661	70.2 %
Local newspaper	348	37.0 %
Television news	485	51.5 %
City cable channel	86	9.1 %
City website	352	37.4 %
Radio	317	33.7 %
Friends/neighbors	141	15.0 %
Neighborhood/homeowners associations	201	21.4 %
Facebook	236	25.1 %
Twitter	79	8.4 %
YouTube	18	1.9 %
Pinterest	5	0.5 %
Instagram	43	4.6 %
Other	38	4.0 %
Total	3010	

**Q26-14. Other**

<u>Q26-14. Other</u>	<u>Number</u>	<u>Percent</u>
Email	20	54.1 %
Email newsletter	3	8.1 %
Mail	2	5.4 %
Door hang tag	1	2.7 %
Email, text	1	2.7 %
Handbook	1	2.7 %
IDC	1	2.7 %
Text messages	1	2.7 %
Solid waste app is awesome	1	2.7 %
Email, Nextdoor webpage	1	2.7 %
Nextdoor	1	2.7 %
Billboards	1	2.7 %
Apps	1	2.7 %
Text alerts	1	2.7 %
Email from 4th district	1	2.7 %
Total	37	100.0 %

**Q27. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree."**

(N=941)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q27-1. City government is a trusted source of information about programs & services	11.3%	46.1%	26.5%	6.6%	3.0%	6.6%
Q27-2. It is easy to get information I need from City government	6.5%	39.6%	30.2%	11.1%	3.3%	9.3%
Q27-3. Information is communicated clearly, accurately & in a form that meets my needs	7.2%	36.3%	33.9%	11.7%	3.2%	7.7%
Q27-4. City's cable television channel provides information that is useful to me	2.8%	11.7%	20.5%	6.2%	5.8%	53.1%
Q27-5. City's website provides information that is useful to me	9.2%	39.6%	23.9%	5.5%	2.0%	19.8%
Q27-6. City newsletter provides information that is useful to me	9.8%	43.9%	24.2%	5.1%	2.1%	14.9%
Q27-7. City's use of social media provides information that is useful to me	4.4%	19.1%	24.1%	6.4%	3.4%	42.6%
Q27-8. There are enough mobile apps to provide City information I need or conduct business with City	3.0%	18.0%	23.2%	5.1%	1.5%	49.2%

**WITHOUT "DON'T KNOW"**

**Q27. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree." (without "don't know")**

(N=941)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q27-1. City government is a trusted source of information about programs & services	12.1%	49.4%	28.3%	7.1%	3.2%
Q27-2. It is easy to get information I need from City government	7.1%	43.7%	33.3%	12.2%	3.6%
Q27-3. Information is communicated clearly, accurately & in a form that meets my needs	7.8%	39.4%	36.8%	12.6%	3.5%
Q27-4. City's cable television channel provides information that is useful to me	5.9%	25.0%	43.6%	13.2%	12.3%
Q27-5. City's website provides information that is useful to me	11.5%	49.4%	29.8%	6.9%	2.5%
Q27-6. City newsletter provides information that is useful to me	11.5%	51.6%	28.4%	6.0%	2.5%
Q27-7. City's use of social media provides information that is useful to me	7.7%	33.3%	41.9%	11.2%	6.0%
Q27-8. There are enough mobile apps to provide City information I need or conduct business with City	5.9%	35.4%	45.7%	10.0%	3.0%

**Q28. Customer Service. Have you contacted the City with a question, problem, or complaint during the past year?**

Q28. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	418	44.4 %
No	510	54.2 %
Not provided	13	1.4 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. Customer Service. Have you contacted the City with a question, problem, or complaint during the past year? (without "not provided")**

Q28. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	418	45.0 %
No	510	55.0 %
Total	928	100.0 %

**Q28a. How did you contact the City MOST RECENTLY?**

Q28a. How did you contact City most recently	Number	Percent
Telephone	309	73.9 %
Website	48	11.5 %
Walk-in	41	9.8 %
Through City Council member or Mayor	13	3.1 %
Not provided	7	1.7 %
Total	418	100.0 %

**WITHOUT "NOT PROVIDED"****Q28a. How did you contact the City MOST RECENTLY? (without "not provided")**

Q28a. How did you contact City most recently	Number	Percent
Telephone	309	75.2 %
Website	48	11.7 %
Walk-in	41	10.0 %
Through City Council member or Mayor	13	3.2 %
Total	411	100.0 %

**Q28b. For which service did you contact the city MOST RECENTLY?**

Q28b. For which service did you contact City most

recently	Number	Percent
Police	45	10.8 %
Fire	4	1.0 %
Water	38	9.1 %
Sewer	12	2.9 %
Stormwater	7	1.7 %
Parks & recreation	12	2.9 %
Code enforcement	23	5.5 %
Public health	11	2.6 %
Streets	35	8.4 %
Sidewalks	9	2.2 %
Electric service	48	11.5 %
Public transportation	5	1.2 %
Planning & zoning	12	2.9 %
Monthly utility billing	33	7.9 %
Solid waste (trash, recycling, yard waste)	74	17.7 %
Human resources	1	0.2 %
Airport	1	0.2 %
Energy efficiency	5	1.2 %
Other	38	9.1 %
Not provided	5	1.2 %
Total	418	100.0 %

**WITHOUT "NOT PROVIDED"****Q28b. For which service did you contact the city MOST RECENTLY? (without "not provided")**

Q28b. For which service did you contact City most

recently	Number	Percent
Police	45	10.9 %
Fire	4	1.0 %
Water	38	9.2 %
Sewer	12	2.9 %
Stormwater	7	1.7 %
Parks & recreation	12	2.9 %
Code enforcement	23	5.6 %
Public health	11	2.7 %
Streets	35	8.5 %
Sidewalks	9	2.2 %
Electric service	48	11.6 %
Public transportation	5	1.2 %
Planning & zoning	12	2.9 %
Monthly utility billing	33	8.0 %
Solid waste (trash, recycling, yard waste)	74	17.9 %
Human resources	1	0.2 %
Airport	1	0.2 %
Energy efficiency	5	1.2 %
Other	38	9.2 %
Total	413	100.0 %



**Q28b-19. Other**

Q28b-19. Other	Number	Percent
Business license	3	8.3 %
Parking	3	8.3 %
STREET LIGHTS	3	8.3 %
Animal Control	2	5.6 %
Car registration	1	2.8 %
Property tax	1	2.8 %
To vote early	1	2.8 %
Speeding in my neighborhood	1	2.8 %
Phone scams	1	2.8 %
Feedback on city administration and budget priorities	1	2.8 %
Adopt a spot	1	2.8 %
Overgrown bushes blocking view of traffic	1	2.8 %
Tax bill	1	2.8 %
Rental property	1	2.8 %
Empty lot needed mowing	1	2.8 %
Business selling without permit	1	2.8 %
CABLE	1	2.8 %
NOISE	1	2.8 %
Meter parking fees. Info about collector of revenue	1	2.8 %
Neighborhood Association	1	2.8 %
Street sign	1	2.8 %
Uniform assistance	1	2.8 %
MULCH/COMPOST	1	2.8 %
CUT DOWN TREE	1	2.8 %
Stephens Lake Algae Bloom	1	2.8 %
FIX-IT FAIR	1	2.8 %
Replacement of grass after hydrant install	1	2.8 %
LACK OF STREET SIGNS ON MAJOR STREETS	1	2.8 %
Prosecutors office	1	2.8 %
Total	36	100.0 %

**Q28c. Why did you contact the city about this service?**

Q28c. Why did you contact City about this service	Number	Percent
Request service	74	17.7 %
Get information	127	30.4 %
Report a problem	176	42.1 %
Discuss a billing problem	62	14.8 %
Request emergency assistance	14	3.3 %
Request non-emergency assistance	29	6.9 %
Comply with City requirements	20	4.8 %
Other	45	10.8 %
Total	547	

**Q28c-8. Other**

Q28c-8. Other	Number	Percent
Curbside pick up	1	2.4 %
Failed to pick up two weeks in a row	1	2.4 %
Sign up for class	1	2.4 %
To vote early	1	2.4 %
Have deposit released for my company	1	2.4 %
House flooded/checking water bill	1	2.4 %
Protest zoning request	1	2.4 %
Get rid of speed bumps. Don't narrow our street	1	2.4 %
I was providing input/opinion/feedback	1	2.4 %
Why landfill rates continue to increase	1	2.4 %
CONCERNED ABOUT INCREASE IN CRIME IN THE CITY	1	2.4 %
Replacement of grass after hydrant install	1	2.4 %
Service terminated without my consent	1	2.4 %
Fire alarm went off	1	2.4 %
SHUT OFF UTILITIES WATER AND ELECTRIC	1	2.4 %
Request an extension on bill	1	2.4 %
To report that my neighbor was spreading Sodium Hydroxide around my house	1	2.4 %
MY BILL WAS VERY HIGH I COULD NOT AFFORD IT	1	2.4 %
SHUT OFF IRRIGATION	1	2.4 %
Trash truck schedual of arrival	1	2.4 %
Engineer	1	2.4 %
Followup because they didn't do their job	1	2.4 %
Repair curb cut that was broken by the city snow plow 3 yrs ago	1	2.4 %
Water line break in street	1	2.4 %
Parking card	1	2.4 %
Street lights out	1	2.4 %
Rebate for new air conditioner	1	2.4 %
Trash bags	1	2.4 %
To get permission to sample lake	1	2.4 %
Ask about apparent change in the date of service during a holiday week	1	2.4 %
Car accident	1	2.4 %
City street light had been knocked down by a vehicle	1	2.4 %
TRASH IS ALMOST ALWAYS PICKED UP, BUT SOMETIMES RECYCLING ISN'T	1	2.4 %
Ongoing investigation of neighbors	1	2.4 %
REMOVE A HOMELESS MAN FROM MY BUSINESS	1	2.4 %
EMPLOYMENT	1	2.4 %
RENEW LICENSE	1	2.4 %
STREET SIGN MISSING	1	2.4 %
UPCOMING HEARING	1	2.4 %
Inquire about an issue	1	2.4 %
INQUIRE ABOUT GETTING PAPERLESS BILLING	1	2.4 %
POLICE RESPONSE TIME TO EMERGENCIES	1	2.4 %
Total	42	100.0 %

**Q28d. Please rate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City.**

(N=418)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q28d-1. Hours City employees were available met my needs	18.8%	54.5%	13.4%	6.6%	2.4%	4.2%
Q28d-2. I knew who to contact for my needs	15.0%	51.5%	17.9%	10.3%	3.2%	2.2%
Q28d-3. It was easy to reach the right person at City	14.9%	42.5%	17.8%	15.9%	7.1%	1.7%
Q28d-4. City employees who helped me were courteous & polite	26.5%	49.1%	13.9%	3.4%	3.4%	3.6%
Q28d-5. City employees did what they said they would do in a timely manner	21.5%	45.5%	16.1%	6.7%	5.7%	4.5%
Q28d-6. City employees gave prompt, accurate & complete answers to your questions	20.6%	46.7%	16.0%	7.6%	5.7%	3.4%
Q28d-7. City employees were knowledgeable	20.5%	48.2%	17.1%	6.1%	3.7%	4.4%
Q28d-8. Overall, I was satisfied with the quality of customer service provided by City	20.9%	48.4%	13.8%	8.6%	6.4%	2.0%

**WITHOUT “DON’T KNOW”**

**Q28d. Please rate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City. (without "don't know")**

(N=418)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q28d-1. Hours City employees were available met my needs	19.6%	56.9%	14.0%	6.9%	2.6%
Q28d-2. I knew who to contact for my needs	15.3%	52.6%	18.3%	10.5%	3.3%
Q28d-3. It was easy to reach the right person at City	15.2%	43.3%	18.2%	16.2%	7.2%
Q28d-4. City employees who helped me were courteous & polite	27.5%	51.0%	14.4%	3.5%	3.5%
Q28d-5. City employees did what they said they would do in a timely manner	22.5%	47.7%	16.8%	7.0%	6.0%
Q28d-6. City employees gave prompt, accurate & complete answers to your questions	21.4%	48.3%	16.5%	7.9%	5.9%
Q28d-7. City employees were knowledgeable	21.5%	50.4%	17.9%	6.4%	3.8%
Q28d-8. Overall, I was satisfied with the quality of customer service provided by City	21.3%	49.4%	14.0%	8.8%	6.5%

**Q29. Overall, how do you rate the service provided by the city's Utility Billing Office?**

Q29. How do you rate the service provided by City's

<u>Utility Billing Office</u>	<u>Number</u>	<u>Percent</u>
Excellent	178	18.9 %
Good	382	40.6 %
Average	200	21.3 %
Poor	40	4.3 %
Very poor	21	2.2 %
<u>Don't know</u>	<u>120</u>	<u>12.8 %</u>
Total	941	100.0 %

**WITHOUT "DON'T KNOW"****Q29. Overall, how do you rate the service provided by the city's Utility Billing Office? (without "don't know")**

Q29. How do you rate the service provided by City's

<u>Utility Billing Office</u>	<u>Number</u>	<u>Percent</u>
Excellent	178	21.7 %
Good	382	46.5 %
Average	200	24.4 %
Poor	40	4.9 %
<u>Very poor</u>	<u>21</u>	<u>2.6 %</u>
Total	821	100.0 %

**Q30. Utilities. Please indicate if your household uses the following services provided by the City of Columbia.**

(N=941)

	<u>Yes</u>	<u>No</u>
Q30-1. Residential trash collection service	92.5%	7.5%
Q30-2. Curbside recycling (blue bags)	78.9%	21.1%
Q30-3. Drop-off recycling	41.3%	58.7%
Q30-4. City electric service	78.4%	21.6%
Q30-5. City water service	88.6%	11.4%
Q30-6. City sewer service	91.6%	8.4%

**Q30. If "Yes," please rate your overall satisfaction with that service using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=899)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q30-1. Residential trash collection service	43.1%	42.6%	7.0%	5.7%	1.7%	0.0%
Q30-2. Curbside recycling (blue bags)	45.0%	40.0%	6.5%	5.8%	2.6%	0.1%
Q30-3. Drop-off recycling	39.7%	46.1%	10.7%	2.4%	0.5%	0.5%
Q30-4. City electric service	38.8%	47.4%	8.7%	3.0%	1.4%	0.7%
Q30-5. City water service	36.2%	48.1%	10.5%	3.3%	1.0%	0.7%
Q30-6. City sewer service	37.3%	49.6%	8.4%	2.4%	1.0%	1.3%

**WITHOUT "DON'T KNOW"**

**Q30. If "Yes," please rate your overall satisfaction with that service using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=899)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q30-1. Residential trash collection service	43.1%	42.6%	7.0%	5.7%	1.7%
Q30-2. Curbside recycling (blue bags)	45.0%	40.0%	6.5%	5.8%	2.6%
Q30-3. Drop-off recycling	39.9%	46.4%	10.7%	2.4%	0.5%
Q30-4. City electric service	39.1%	47.7%	8.8%	3.0%	1.4%
Q30-5. City water service	36.5%	48.5%	10.6%	3.4%	1.0%
Q30-6. City sewer service	37.8%	50.2%	8.5%	2.4%	1.0%

**Q31. Please indicate if you have done any of the following during the past year in the City of Columbia.**

(N=941)

	Yes	No
Q31-1. Used police services	21.5%	78.5%
Q31-2. Been a victim of any crime	9.1%	90.9%
Q31-3. Used fire or emergency medical services	10.0%	90.0%
Q31-4. Visited a community recreation center	46.0%	54.0%
Q31-5. Visited a City park	85.9%	14.1%
Q31-6. Used public transportation/bus	8.6%	91.4%
Q31-7. Attended or watched any City meetings	17.9%	82.1%
Q31-8. Used Columbia Airport	43.8%	56.2%
Q31-9. Used public health services provided by City	17.5%	82.5%

**Q32. Are you registered to vote in the City of Columbia?**

Q32. Are you registered to vote in City of Columbia	Number	Percent
Yes	886	94.2 %
No	48	5.1 %
Not provided	7	0.7 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. Are you registered to vote in the City of Columbia? (without "not provided")**

Q32. Are you registered to vote in City of Columbia	Number	Percent
Yes	886	94.9 %
No	48	5.1 %
Total	934	100.0 %

**Q33. Approximately how many years have you lived at your current address?**

Q33. How many years have you lived at your current

<u>address</u>	<u>Number</u>	<u>Percent</u>
0-5	408	43.4 %
6-10	161	17.1 %
11-15	94	10.0 %
16-20	93	9.9 %
21-30	105	11.2 %
31+	68	7.2 %
Not provided	12	1.3 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. Approximately how many years have you lived at your current address? (without "not provided")**

Q33. How many years have you lived at your current

<u>address</u>	<u>Number</u>	<u>Percent</u>
0-5	408	43.9 %
6-10	161	17.3 %
11-15	94	10.1 %
16-20	93	10.0 %
21-30	105	11.3 %
31+	68	7.3 %
Total	929	100.0 %

**Q34. Are you a student in a college or university?**

Q34. Are you a student in a college or university

Q34. Are you a student in a college or university	Number	Percent
Yes	79	8.4 %
No	856	91.0 %
Not provided	6	0.6 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Are you a student in a college or university? (without "not provided")**

Q34. Are you a student in a college or university

Q34. Are you a student in a college or university	Number	Percent
Yes	79	8.4 %
No	856	91.6 %
Total	935	100.0 %



**Q35. Do you own or rent your current residence?**

Q35. Do you own or rent your current residence	Number	Percent
Own	690	73.3 %
Rent	247	26.2 %
Not provided	4	0.4 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q35. Do you own or rent your current residence? (without "not provided")**

Q35. Do you own or rent your current residence	Number	Percent
Own	690	73.6 %
Rent	247	26.4 %
Total	937	100.0 %

**Q36. What is your age?**

Q36. Your age	Number	Percent
18-34	232	24.7 %
35-44	200	21.3 %
45-54	190	20.2 %
55-64	184	19.6 %
65+	106	11.3 %
Not provided	29	3.1 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. What is your age? (without "not provided")**

Q36. Your age	Number	Percent
18-34	232	25.4 %
35-44	200	21.9 %
45-54	190	20.8 %
55-64	184	20.2 %
65+	106	11.6 %
Total	912	100.0 %

**Q37. How many people live in your household?**

<u>Q37. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	192	20.4 %
2	446	47.4 %
3	137	14.6 %
4	87	9.2 %
5	38	4.0 %
6	14	1.5 %
7	5	0.5 %
8+	3	0.3 %
Not provided	19	2.0 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q37. How many people live in your household? (without "not provided")**

<u>Q37. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	192	20.8 %
2	446	48.4 %
3	137	14.9 %
4	87	9.4 %
5	38	4.1 %
6	14	1.5 %
7	5	0.5 %
8+	3	0.3 %
Total	922	100.0 %

**Q38. How many people in your household are employed?**

Q38. How many people in your household are employed	Number	Percent
0	128	13.6 %
1	375	39.9 %
2	351	37.3 %
3	47	5.0 %
4	12	1.3 %
5+	3	0.3 %
Not provided	25	2.7 %
Total	941	100.0 %

**WITHOUT “NOT PROVIDED”****Q38. How many people in your household are employed? (without "not provided")**

Q38. How many people in your household are employed	Number	Percent
0	128	14.0 %
1	375	40.9 %
2	351	38.3 %
3	47	5.1 %
4	12	1.3 %
5+	3	0.3 %
Total	916	100.0 %

**Q39. Which of the following best describes your employment status?**

Q39. What is your employment status	Number	Percent
Employed full time	615	65.4 %
Employed part time	102	10.8 %
Not employed, looking for work	14	1.5 %
Not employed, not looking for work	22	2.3 %
Retired	156	16.6 %
Disabled, not able to work	27	2.9 %
Not provided	5	0.5 %
Total	941	100.0 %

**WITHOUT “NOT PROVIDED”****Q39. Which of the following best describes your employment status? (without "not provided")**

Q39. What is your employment status	Number	Percent
Employed full time	615	65.7 %
Employed part time	102	10.9 %
Not employed, looking for work	14	1.5 %
Not employed, not looking for work	22	2.4 %
Retired	156	16.7 %
Disabled, not able to work	27	2.9 %
Total	936	100.0 %

**Q39a. How many paying jobs do you have?**

Q39a. How many paying jobs do you have	Number	Percent
1	595	83.0 %
2	85	11.9 %
3+	19	2.6 %
Not provided	18	2.5 %
Total	717	100.0 %

**WITHOUT "NOT PROVIDED"****Q39a. How many paying jobs do you have? (without "not provided")**

Q39a. How many paying jobs do you have	Number	Percent
1	595	85.1 %
2	85	12.2 %
3+	19	2.7 %
Total	699	100.0 %

**Q39b. Do you work inside or outside the city limits of Columbia?**

Q39b. Do you work inside or outside City limits of Columbia	Number	Percent
Inside	531	74.1 %
Outside	89	12.4 %
Both	90	12.6 %
Don't know	7	1.0 %
Total	717	100.0 %

**WITHOUT "DON'T KNOW"****Q39b. Do you work inside or outside the city limits of Columbia? (without "don't know")**

Q39b. Do you work inside or outside City limits of Columbia	Number	Percent
Inside	531	74.8 %
Outside	89	12.5 %
Both	90	12.7 %
Total	710	100.0 %

**Q40. Would you say your total annual household income is...**

Q40. What is your total annual household income	Number	Percent
Under \$15K	67	7.1 %
\$15K to \$29,999	105	11.2 %
\$30K to \$59,999	210	22.3 %
\$60K to \$99,999	237	25.2 %
\$100K+	272	28.9 %
Not provided	50	5.3 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q40. Would you say your total annual household income is... (without "not provided")**

Q40. What is your total annual household income	Number	Percent
Under \$15K	67	7.5 %
\$15K to \$29,999	105	11.8 %
\$30K to \$59,999	210	23.6 %
\$60K to \$99,999	237	26.6 %
\$100K+	272	30.5 %
Total	891	100.0 %

**Q41. Which of the following best describes your race/ethnicity?**

Q41. Your race/ethnicity	Number	Percent
Hispanic	33	3.5 %
White/Caucasian	751	79.8 %
African American/Black	98	10.4 %
Asian/Pacific Islander	60	6.4 %
Native American/Eskimo	6	0.6 %
Mixed race	21	2.2 %
Other	2	0.2 %
Total	971	

**Q41-7. Other**

Q41-7. Other	Number	Percent
White/European American	1	50.0 %
AFRICAN	1	50.0 %
Total	2	100.0 %

**Q42. What is your gender identity?**

<u>Q42. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	468	49.7 %
Female	468	49.7 %
Other	4	0.4 %
Not provided	1	0.1 %
Total	941	100.0 %

**WITHOUT "NOT PROVIDED"****Q42. What is your gender identity? (without "not provided")**

<u>Q42. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	468	49.8 %
Female	468	49.8 %
Other	4	0.4 %
Total	940	100.0 %

**Q42-3. Other**

<u>Q42-3. Other</u>	<u>Number</u>	<u>Percent</u>
GENDER NEUTRAL	1	100.0 %
Total	1	100.0 %

## **Section 5:**

# **Survey Instrument**

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# CITY OF COLUMBIA, MISSOURI

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OFFICE OF MAYOR AND COUNCIL

November 6, 2018

Dear Columbia Citizen:

On behalf of the City Council, thank you for your ongoing involvement in this community. We hope you will help us by taking a few minutes to respond to the enclosed survey. Our last citizen survey was in 2017.

Your answers are important, and we value your opinion. To make sure that the City's priorities are in step with the needs of Columbia's residents, we need to know what you think. Your responses will remain confidential.

ETC Institute is helping us with this survey and will submit a public report to the City when it is complete. The report will not identify anyone who responds to the survey.

Please return your completed survey in the next ten days in the enclosed, postage-paid envelope. If you prefer, you may complete the survey online at [www.ColumbiaGov.org](http://www.ColumbiaGov.org).

Feel free to contact 888-801-5368 toll-free if you have questions. Thanks, again, for helping with this important work.

Sincerely,

Brian Treece  
Mayor





## 2018 City of Columbia Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to identify and respond to resident concerns. If you have questions, please call Toni Messina, the city's Civic Relations Officer, at 874-7660.

1. **Perceptions of the City.** Please rate your satisfaction with each of the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Public safety services provided by the city (e.g. police and fire services)	5	4	3	2	1	9
02. Parks and recreation programs and facilities provided by the city	5	4	3	2	1	9
03. Condition of city streets (e.g. smoothness, absence of cracks/potholes)	5	4	3	2	1	9
04. Enforcement of city codes and ordinances	5	4	3	2	1	9
05. Quality of customer service you receive from city employees	5	4	3	2	1	9
06. Effectiveness of city communication with the public	5	4	3	2	1	9
07. The city's stormwater runoff/stormwater management system	5	4	3	2	1	9
08. Public health services provided by the city	5	4	3	2	1	9
09. Solid waste services (e.g. trash, recycling)	5	4	3	2	1	9
10. City water, electric, and sewer services	5	4	3	2	1	9
11. Public transit services (bus)	5	4	3	2	1	9

2. **Which FOUR of the major city services listed in Question 1 do you think are MOST IMPORTANT for the city to provide?** *[Write in your answers below using the numbers from the list in Question 1.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

3. **Please rate your satisfaction with each of the following items that may influence your perception of the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City of Columbia	5	4	3	2	1	9
2. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
3. Overall quality of life in the city	5	4	3	2	1	9
4. Overall feeling of safety in the city	5	4	3	2	1	9
5. Local economic conditions	5	4	3	2	1	9
6. City efforts to meet its financial needs and maintain a balanced budget	5	4	3	2	1	9

4. **Public Safety.** Please rate your feeling of safety in the following situations in the city using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Walking in your neighborhood during the day	5	4	3	2	1	9
2. Walking in your neighborhood at night	5	4	3	2	1	9
3. In downtown Columbia during the day	5	4	3	2	1	9
4. In downtown Columbia at night	5	4	3	2	1	9
5. In city parks	5	4	3	2	1	9

5. Please indicate how likely you think it is that the following will happen to you in the City of Columbia using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Very Unlikely."

How likely do you think it is that...	Very Likely	Likely	Neutral	Unlikely	Very Unlikely	Don't Know
1. You will hear gun shots	5	4	3	2	1	9
2. You will be a victim of property crime	5	4	3	2	1	9
3. You will be a victim of violent crime	5	4	3	2	1	9
4. You will be a victim of a fire	5	4	3	2	1	9

6. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Police efforts to prevent crime	5	4	3	2	1	9
2. How quickly police respond to emergencies	5	4	3	2	1	9
3. Overall quality of local police services	5	4	3	2	1	9
4. How quickly Fire personnel respond to emergencies	5	4	3	2	1	9
5. Overall quality of city fire protection	5	4	3	2	1	9
6. The city's municipal court	5	4	3	2	1	9

7. Which **THREE** of the public safety services listed in Question 6 do you think are the **MOST IMPORTANT** services for the city to provide? *[Write in your answers below using the numbers from the list in Question 6.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

8. Have you been stopped by a Columbia Police Department (CPD) officer within the last 12 months?

\_\_\_\_(1) Yes *[Answer Q8a-b.]* \_\_\_\_ (2) No *[Skip to Q9.]*

- 8a. How many times within the last 12 months have you been stopped by a CPD officer?

\_\_\_\_(1) Once \_\_\_\_ (2) 2-5 times \_\_\_\_ (3) 6-10 times \_\_\_\_ (4) More than 10 times

- 8b. Do you feel you were stopped for a legitimate reason? \_\_\_\_ (1) Yes \_\_\_\_ (2) No

9. Perceptions of Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of city parks	5	4	3	2	1	9
2. Quality of walking/biking trails in the city	5	4	3	2	1	9
3. Quality of outdoor athletic fields	5	4	3	2	1	9
4. Quality of recreation programs and classes	5	4	3	2	1	9
5. Availability of information about city parks and recreation programs	5	4	3	2	1	9
6. City pools and aquatic facilities	5	4	3	2	1	9
7. Amount of land acquired to preserve open space/protect the environment	5	4	3	2	1	9

10. Which **TWO** of the Parks and Recreation services listed in Question 9 do you think are the **MOST IMPORTANT** services for the city to provide? *[Write in your answers below using the numbers from the list in Question 9.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

11. **Streets and Sidewalks.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City maintenance and repair services for major city streets	5	4	3	2	1	9
2. City maintenance and repair services for streets in your neighborhood	5	4	3	2	1	9
3. Snow removal on major city streets	5	4	3	2	1	9
4. Snow removal on neighborhood streets	5	4	3	2	1	9
5. City street cleaning services	5	4	3	2	1	9
6. Condition of sidewalks adjacent to city streets	5	4	3	2	1	9
7. Availability of sidewalks in the city	5	4	3	2	1	9
8. Condition of pavement markings	5	4	3	2	1	9
9. Mowing/trimming of public areas along city streets	5	4	3	2	1	9

12. Which **THREE** of the street and sidewalk services listed in Question 11 do you think are the **MOST IMPORTANT** services for the city to provide? *[Write in your answers below using the numbers from the list in Question 11.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

13. **Code Enforcement and Neighborhood Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with city efforts to enforce...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of residential property	5	4	3	2	1	9
2. Residential building codes	5	4	3	2	1	9
3. Maintenance of business property	5	4	3	2	1	9
4. Business building codes	5	4	3	2	1	9
5. Parking on neighborhood streets	5	4	3	2	1	9
6. Clean-up of trash and litter	5	4	3	2	1	9

14. Which **THREE** of the code enforcement items listed in Question 13 do you think are the **MOST IMPORTANT** services for the city to provide? *[Write in your answers below using the numbers from the list in Question 13.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

15. **City Government.** Please rate your level of agreement with the following statements about Columbia's city government using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Columbia city government is democratic and representative	5	4	3	2	1	9
2. Columbia city government is transparent	5	4	3	2	1	9
3. Columbia city government is efficient	5	4	3	2	1	9
4. Columbia city government is innovative	5	4	3	2	1	9
5. Columbia city government values diversity	5	4	3	2	1	9
6. Columbia city employees are ethical and honest	5	4	3	2	1	9
7. Columbia government leaders listen to what citizens have to say	5	4	3	2	1	9

**16. Personal Well-Being. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Columbia is a great place to live, work, learn and play	5	4	3	2	1	9
2.	Columbia is a place where I can thrive	5	4	3	2	1	9
3.	I earn a living wage that allows me to meet basic needs for housing, food, and utilities without assistance from others	5	4	3	2	1	9
4.	I take advantage of water/light energy efficiency programs to manage my home energy use	5	4	3	2	1	9
5.	Columbia has jobs for which I am qualified	5	4	3	2	1	9
6.	Columbia has job opportunities that would allow me to advance myself in my field	5	4	3	2	1	9
7.	Columbia offers opportunities to help people who want to start their own businesses	5	4	3	2	1	9
8.	There are opportunities for women to go into business for themselves and be successful	5	4	3	2	1	9
9.	There are opportunities for minorities to go into business for themselves and be successful	5	4	3	2	1	9

**17. When you are sick/need advice about your health, where do you usually go? [Check all that apply.]**

☐ (1) A doctor's office
 ☐ (3) A hospital emergency room
 ☐ (5) Other: \_\_\_\_\_  
☐ (2) An urgent care center
 ☐ (4) No usual place

**18. Was there a time in the past 12 months when you needed medical care, but could not get it?**

☐ (1) Yes [Answer Q18a.]
 ☐ (2) No [Skip to Q19.]

**18a. What was the main reason you could not get medical care?**

☐ (1) Cost/No insurance
 ☐ (5) Distance from medical provider  
☐ (2) Office wasn't open when I could get there
 ☐ (6) Too long a wait for an appointment  
☐ (3) Too long a wait in the waiting room
 ☐ (7) No childcare  
☐ (4) No transportation
 ☐ (8) Medical provider did not speak my language

**19. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing, or utilities?**

☐ (1) Yes
 ☐ (2) No

**20. During the past month, how many times on average did you engage in physical activities or exercise each week?**

☐ (1) 0 times
 ☐ (2) 1 or 2 times
 ☐ (3) 3 or more times

**21. During the past month, how many times per day (on average) did you eat fruit and/or vegetables?**

☐ (1) Four or more times/day
 ☐ (2) Less than four or more times/day
 ☐ (3) Never
 ☐ (9) Don't know

**22. Which ONE of the following best describes your relationship with your neighbors?**

☐ (1) I have a close relationship with many of my neighbors
 ☐ (4) I know a few people in my neighborhood but I am not very close with any of them  
☐ (2) I have a close relationship with a few my neighbors  
☐ (3) I know several of my neighbors, but I am not very close with any of them
 ☐ (5) I don't know anyone in my neighborhood

**23. Which ONE of the following best describes how people in your neighborhood interact with one another?**

☐ (1) They often help one another and have many social activities together
 ☐ (3) They occasionally help one another but generally keep to themselves  
☐ (2) They often help one another but do not have many social activities together
 ☐ (4) They almost always keep to themselves  
☐ (9) Don't know

**24. Neighborhoods. Please indicate the extent to which you think each of the following is a problem in your neighborhood by circling the corresponding number below.**

		Major Problem	Moderate Problem	Minor Problem	Not a Problem	Don't Know
01.	Crime, drugs, or violence	4	3	2	1	9
02.	Unemployment	4	3	2	1	9
03.	Homelessness	4	3	2	1	9
04.	Public schools not providing quality education	4	3	2	1	9
05.	Lack of cultural activities	4	3	2	1	9
06.	Lack of recreational activities	4	3	2	1	9
07.	Lack of affordable, quality child care	4	3	2	1	9
08.	Abandoned or run-down buildings	4	3	2	1	9
09.	Unsupervised children or teenagers	4	3	2	1	9
10.	Speeding on neighborhood streets	4	3	2	1	9
11.	Lack of affordable housing	4	3	2	1	9
12.	Tension between racial/ethnic groups	4	3	2	1	9
13.	Lack of good places to shop for food or other items	4	3	2	1	9
14.	Roaming/loose animals	4	3	2	1	9
15.	Flooding	4	3	2	1	9
16.	Overgrown lots	4	3	2	1	9
17.	Graffiti	4	3	2	1	9
18.	Abandoned cars or vehicles	4	3	2	1	9

**25. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of housing	5	4	3	2	1	9
2. Condition of streets (smoothness, absence of cracks/potholes)	5	4	3	2	1	9
3. Availability of sidewalks	5	4	3	2	1	9
4. Neighborhood parks	5	4	3	2	1	9
5. Overall appearance of your neighborhood	5	4	3	2	1	9
6. Overall quality of city services in your neighborhood	5	4	3	2	1	9

**26. How would you like to receive information from the city? [Check all that apply.]**

- |   |   |                       |
|---|---|-----------------------|
| ____(01) The city newsletter that comes with utility bill | ____(05) City website                         | ____(10) Twitter      |
| ____(02) Local newspaper                                  | ____(06) Radio                                | ____(11) YouTube      |
| ____(03) Television news                                  | ____(07) Friends/neighbors                    | ____(12) Pinterest    |
| ____(04) City cable channel                               | ____(08) Neighborhood/Homeowners associations | ____(13) Instagram    |
|   | ____(09) Facebook                             | ____(14) Other: _____ |

**27. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. City government is a trusted source of information about programs and services	5	4	3	2	1	9
2. It is easy to get the information I need from city government	5	4	3	2	1	9
3. Information is communicated clearly, accurately and in a form that meets my needs	5	4	3	2	1	9
4. The city's cable television channel provides information that is useful to me	5	4	3	2	1	9
5. The city's website provides information that is useful to me	5	4	3	2	1	9
6. The city newsletter provides information that is useful to me	5	4	3	2	1	9
7. The city's use of social media provides information that is useful to me	5	4	3	2	1	9
8. There are enough mobile apps to provide the city information I need or conduct business with the city	5	4	3	2	1	9

**28. Customer Service. Have you contacted the city with a question, problem, or complaint during the past year?**

\_\_\_\_(1) Yes [Answer Q28a-d.]      \_\_\_\_ (2) No [Skip to Q29.]

**28a. How did you contact the city MOST RECENTLY?**

\_\_\_\_(1) Telephone      \_\_\_\_ (2) Website      \_\_\_\_ (3) Walk-in      \_\_\_\_ (4) Through City Council member or Mayor

**28b. For which service did you contact the city MOST RECENTLY?**

____(01) Police	____(08) Public health	____(15) Solid waste (trash, recycling, yard waste)
____(02) Fire	____(09) Streets	____(16) Human resources
____(03) Water	____(10) Sidewalks	____(17) Airport
____(04) Sewer	____(11) Electric service	____(18) Energy efficiency
____(05) Stormwater	____(12) Public transportation	____(19) Other: _____
____(06) Parks and Recreation	____(13) Planning and Zoning	
____(07) Code enforcement	____(14) Monthly utility billing	

**28c. Why did you contact the city about this service? [Check all that apply.]**

____(1) Request service	____(5) Request emergency assistance
____(2) Get information	____(6) Request non-emergency assistance
____(3) Report a problem	____(7) Comply with city requirements
____(4) Discuss a billing problem	____(8) Other: _____

**28d. Please rate your level of agreement with the following statements about the quality of service you received from city employees the last time you contacted the city (as indicated in Question 28b-c) by circling the corresponding number below.**

Behavior	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The hours city employees were available met my needs	5	4	3	2	1	9
2. I knew who to contact for my needs	5	4	3	2	1	9
3. It was easy to reach the right person at the city	5	4	3	2	1	9
4. City employees who helped me were courteous and polite	5	4	3	2	1	9
5. City employees did what they said they would do in a timely manner	5	4	3	2	1	9
6. City employees gave prompt, accurate and complete answers to your questions	5	4	3	2	1	9
7. City employees were knowledgeable	5	4	3	2	1	9
8. Overall, I was satisfied with the quality of customer service provided by the city	5	4	3	2	1	9

**29. Overall, how do you rate the service provided by the city's Utility Billing Office?**

____(1) Excellent	____(3) Average	____(5) Very Poor
____(2) Good	____(4) Poor	____(9) Don't Know

**30. Utilities. Please indicate if your household uses the following services provided by the City of Columbia. If "Yes," please rate your overall satisfaction with that service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

Service	Do you use this service?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection service	Yes	No	5	4	3	2	1	9
2. Curbside recycling (blue bags)	Yes	No	5	4	3	2	1	9
3. Drop-off recycling	Yes	No	5	4	3	2	1	9
4. City electric service	Yes	No	5	4	3	2	1	9
5. City water service	Yes	No	5	4	3	2	1	9
6. City sewer service	Yes	No	5	4	3	2	1	9

**31. Please indicate if you have done any of the following during the past year in the City of Columbia.**

1. Used police services?	Yes	No
2. Been a victim of any crime?	Yes	No
3. Used fire or emergency medical services?	Yes	No
4. Visited a community recreation center?	Yes	No
5. Visited a city park?	Yes	No
6. Used public transportation/bus?	Yes	No
7. Attended or watched any city meetings?	Yes	No
8. Used the Columbia Airport?	Yes	No
9. Used public health services provided by the city?	Yes	No

**Demographics**

**32. Are you registered to vote in the City of Columbia?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**33. Approximately how many years have you lived at your current address?** \_\_\_\_ years

**34. Are you a student in a college or university?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**35. Do you own or rent your current residence?** \_\_\_\_ (1) Own (2) Rent

**36. What is your age?** \_\_\_\_ years

**37. How many people live in your household?** \_\_\_\_ people

**38. How many people in your household are employed?** \_\_\_\_ people

**39. Which of the following best describes your employment status?**

- \_\_\_\_ (1) Employed full time [Answer Q39a-b.] \_\_\_\_ (4) Not employed, NOT looking for work [Skip to Q40.]  
\_\_\_\_ (2) Employed part time [Answer Q39a-b.] \_\_\_\_ (5) Retired [Skip to Q40.]  
\_\_\_\_ (3) Not employed, looking for work [Skip to Q40.] \_\_\_\_ (6) Disabled, not able to work [Skip to Q40.]

**39a. How many paying jobs do you have?** \_\_\_\_ jobs

**39b. Do you work inside or outside the city limits of Columbia?**

- \_\_\_\_ (1) Inside \_\_\_\_ (2) Outside \_\_\_\_ (3) Both \_\_\_\_ (9) Don't know

**40. Would you say your total annual household income is...**

- \_\_\_\_ (1) Under \$15,000 \_\_\_\_ (3) \$30,000 to \$59,999 \_\_\_\_ (5) \$100,000 or more  
\_\_\_\_ (2) \$15,000 to \$29,999 \_\_\_\_ (4) \$60,000 to \$99,999

**41. Which of the following best describes your race/ethnicity?**

- \_\_\_\_ (1) Hispanic \_\_\_\_ (4) Asian/Pacific Islander \_\_\_\_ (7) Other: \_\_\_\_\_  
\_\_\_\_ (2) White/Caucasian \_\_\_\_ (5) Native American/Eskimo  
\_\_\_\_ (3) African American/Black \_\_\_\_ (6) Mixed Race

**42. What is your gender identity?** \_\_\_\_ (1) Male \_\_\_\_ (2) Female \_\_\_\_ (3) Other: \_\_\_\_\_

***If you have any additional comments, please write them on a separate piece of paper and return them with your completed survey. You may also complete the survey and provide comments on-line at [ColumbiaGov.org](http://ColumbiaGov.org).***

Individual responses to the survey will remain confidential. The information printed to the right will ONLY be used by the City to understand differences in the experience based on geography. If your address is not correct, please provide the correct information. Thank you.

**This concludes the survey - Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061